

PAUL ANDREWS
NOELLE CARPENTER

WELCOME



Salon Success
Consulting Services

NOELLE CARPENTER

- 1997- Received Nail license
- 1999- Received Cosmetology license
- 2003- Opened Noelle Day Spa & Salon
- 2009- Purchased Cosmix School of Beauty Sciences
- 2013- Started NDS Consulting
- 2014- Added Esthetics program to Cosmix School of Beauty Sciences
- 2014- Appointed to the Massachusetts State Cosmetology Board
- 2015- Co-founded Salon Success Consulting Services LLC with Paul Andrews

PAUL ANDREWS

- 1997 – Started my career in the medical field
- 1999 – Started my first company and began consulting in the healthcare field
- 1999 – Began teaching seminars
- 2002 – Founded Andrews Billing Solutions
- 2006 – Appointed to Mashpee, MA Board of Assessors
- 2008 – Certification in Massage Therapy
- 2008 - State License Massage Therapy
- 2008 – Appointed as Public Member, Massachusetts Board of Registration of Cosmetology.
 - (Served as Board Chair from July 2013 – May 2015)
- 2012 – Co-founded Ideal Weight and Wellness Center, LLC
- 2013 – Co-founded Cotuit Ideal Weight Loss Center, LLC
- 2013 – Board Member Massachusetts Board of Registration of Massage Therapists
 - (Currently Serve as Board Chair)
- 2013 - Co-founded TOP Education, LLC
- 2015 – Co-founded Salon Success Consulting Services LLC with Noelle Carpenter

AGENDA

9a-10:15a Maine Rules & Regulations for Cosmetology

10:30a-11:45a Money saving tips for salons & spas

11:45a-12:45p Lunch in this room

Intro to the Salon Success Point Based System

12:45p-2:00p Salon Success Business Tools

2:00p-3:00p Salon Success Promotion and Growth

3:00p-3:30p What it means to be an S3

3:30-4:00p Cocktail and conversation compliments of Salon Success

WORKSHOP ETIQUETTE

- Please silence your mobile devices
- Please be respectful of others
- Please ask questions



VERY SPECIAL THANK YOU!

CHRIS HAMEL



MAINE REGULATIONS / RULES
BARBERING AND COSMETOLOGY
PROGRAM RULES

Effective December 11, 2016

HIERARCHY

- Statute / Law
 - The system of rules that a particular country or community recognizes as regulating the actions of its members and may enforce by the imposition of penalties.
 - Voted on by State Senate and House of Representatives
 - Signed by Governor
- Regulations / Rules
 - The whole or any part of every regulation, standard, code, statement of policy, or other agency statement of general applicability, including the amendment, suspension or repeal of any prior rule, that is or is intended to be judicially enforceable and implements, interprets or makes specific the law administered by the agency, or describes the procedures or practices of the agency
- Policy
 - A Board, Director or Ruling Authority's further interpretation of a rule.



MAINE THE STATE BARBERING AND COSMETOLOGY
LICENSING WAS ESTABLISHED TO PROTECT THE PUBLIC
THROUGH THE REGULATION OF THE PRACTICE OF
BARBERING AND COSMETOLOGY IN THE STATE OF MAINE.

The primary responsibility of the Program is to regulate the practice of aesthetics, barbering, limited barbering, cosmetology, and nail technology by qualifying applicants for licensure.

The Program investigates allegations of noncompliance and acts on these complaints by imposing discipline when necessary. The Program creates safety and sanitation rules and enforces these rules through regular inspections of licensed establishments and consumer complaints.

In addition, the Program licenses and regulates schools that offer and provide professional practice courses in the field of aesthetics, barbering, limited barbering, cosmetology and nail technology.

DEPT OF PROFESSIONAL AND FINANCIAL REGULATION

Office of Professional and Occupational Regulation

Title 32: PROFESSIONS AND OCCUPATIONS

Chapter 126: BARBERING AND COSMETOLOGY LICENSING

§ 14212-A. DIRECTOR'S POWERS AND DUTIES

1. Duties. The director shall administer, coordinate and enforce this chapter. The director may appoint an advisory committee to assist the director on any matter that may arise under this chapter, as needed.

§ 14212-A. DIRECTOR'S POWERS AND DUTIES

2. Rule-making authority.

The director shall establish guidelines and adopt rules necessary for the proper administration and enforcement of this chapter. Rules adopted pursuant to this section are routine technical rules as defined by Title 5, chapter 375, subchapter 2-A. The rules must address, but are not limited to, the following:

§ 14212-A. DIRECTOR'S POWERS AND DUTIES

- A. Requirements for the licensure of aestheticians, barbers, limited barbers, cosmetologists, nail technicians, demonstrators, instructors and trainees; [2011, c. 286, Pt. M, §10 (AMD).]
- B. Requirements for licensing, operating and inspecting schools. At a minimum, the rules must include standards relating to educational programs, instructor qualifications, school operation, academic and student records and record keeping, health, safety and sanitation, physical facilities of the school and off-site classrooms, payment of refunds, notices and information to be provided to students and credit for education obtained in subjects that are considered substantially equivalent to applied courses offered and consistent with this chapter; [2009, c. 369, Pt. B, §10 (NEW).]
- C. Requirements for licensing and operation of physical facilities and inspection of establishments and booths consistent with this chapter; and [2009, c. 369, Pt. B, §10 (NEW).]
- D. The establishment of sanitation, health and safe practice standards, including but not limited to blood spill procedures and proper use of tools, implements, equipment and electrical and nonelectrical machines and devices used in connection with the practices authorized under this chapter.

§ 14212-A. DIRECTOR'S POWERS AND DUTIES

3. Inspections. The director or a designee of the director may enter licensed premises to conduct random inspections for compliance with this chapter and rules adopted pursuant to this chapter.
4. Diseases. The director may require the physical examination of any person offering service to members of the public who is suspected of having any communicable disease. A person who has a communicable disease may not give service to members of the public, including service within licensed establishments or schools licensed by the director. **Failure to submit to such an examination is grounds for suspension or revocation of the person's registration, certification, permit or license.** *Emphasis added*



10-144 MAINE CENTER FOR DISEASE CONTROL AND PREVENTION
CHAPTER 258:

RULES FOR THE CONTROL OF NOTIFIABLE DISEASES AND CONDITIONS

1. DEFINITIONS

F. **Communicable Disease:** An illness or condition due to a specific infectious agent or its toxic products which arises through transmission of that agent or its products from a reservoir to a susceptible host.

TITLE 32: PROFESSIONS AND OCCUPATIONS
CHAPTER 126: BARBERING AND COSMETOLOGY LICENSING

§ 14224. GENERAL PROVISIONS; LICENSES

1. Practice; license required.

A person may not practice cosmetology, barbering, limited barbering, nail technology or aesthetics or act as a trainee in this State unless that person has first obtained a license as provided in this chapter.

TITLE 32: PROFESSIONS AND OCCUPATIONS
CHAPTER 126: BARBERING AND COSMETOLOGY LICENSING

§ 14224. GENERAL PROVISIONS; LICENSES

7. Practice of aesthetics. "The practice of aesthetics" means the performance by any person for hire or compensation of any one or a combination of the following practices:

- A. Beautifying, massaging, cleansing, stimulating, toning, or exercising the skin of the human body by the use of cosmetic preparations, tonics, lotions, creams, antiseptics or clays or any device, electrical or otherwise, for the care of the skin;
- B. Applying makeup or eyelashes to any person; or
- C. Trimming or tinting eyebrows and eyelashes.

The practice of aesthetics under this subsection does not include the diagnosis, treatment or therapy of any dermatological condition.

TITLE 32: PROFESSIONS AND OCCUPATIONS
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§ 14224. GENERAL PROVISIONS; LICENSES

9. Practice of cosmetology. "The practice of cosmetology" means the performance by any person for hire or compensation of any one or more of the following practices:
- A. Beautifying, massaging, cleansing, stimulating, toning, manipulating or exercising the skin of the human body by the use of cosmetic preparations, tonics, lotions, creams, antiseptics, or clays or any device, electrical or otherwise, for the care of the skin;
 - B. Applying makeup or eyelashes to any person;
 - C. Manicuring or pedicuring the nails of any person;
 - D. Arranging, dressing, curling, waving, cleansing, cutting, trimming, removing, singeing, bleaching, coloring, relaxing or similarly treating the hair of any person;
 - E. Arranging, brushing, dressing, curling, waving, cleansing, shampooing, cutting, trimming, singeing, bleaching, coloring, tinting, dyeing, straightening, relaxing or similarly treating a wig, wiglet or hairpiece made of human hair, animal hair or synthetics; or
 - F. Teaching or demonstrating cosmetology, hairdressing or beauty culture.

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§ 14224. GENERAL PROVISIONS; LICENSES

10. Nail technology. "Nail technology," which includes manicuring and pedicuring services, means the performance by any person for hire or compensation of any one or more of the following practices:

A. Applying the hands or mechanical or electrical apparatus with or without cosmetic preparations, lotions, creams or antiseptics to cut, trim, shape, polish, color, tint or apply artificial nails to the nails of any person or to massage, cleanse or beautify the hands or feet of any person.

TITLE 32: PROFESSIONS AND OCCUPATIONS
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§ 14224. GENERAL PROVISIONS; LICENSES

3. Hair braiding. A person who provides only hair braiding services is not subject to licensure under this chapter.

Note: Hair extensions require a license

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26.003 Records

Client appointment logs, treatment records and trainee records shall be maintained in hard copy or electronic form and shall be made available and presented upon request.

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26.013

Shall have an eye washing station or unit readily available for employees and clients. A sink equipped with a spray hose, faucet mount eye wash unit or eye wash cup is acceptable.

26.045 Eye Flush

Eye wash stations and units used for immediate flushing or drenching of hazardous chemicals that come into contact with an employee or a client shall be properly maintained according to manufacturer's instructions. Employees and practitioners shall be made aware of the location of the emergency equipment or product and obtain first aid instruction on its use, including but is not limited to: use of controlled flow of water to the eyes at a velocity low enough not to be injurious and use of appropriate water temperature.

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26.022

The restroom or a sink located in the restroom does not qualify as a dispensary or a water source for the facility in preparing chemicals, providing services or for purposes of sanitizing tools and implements.

26.023

Use of bar soap is prohibited.

26.024

Use of communal linen is prohibited. Use of single-use linens, paper towels or air blowers for drying hands is permitted.

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26.070 Infestations

Detection of head lice. The owner or its designee shall take immediate steps to completely rid the establishment of infestation by means of approved disinfectant and sanitation products. During this time, a licensee may not perform services on a client. The recommended steps are, but are not limited to, the following:

1. Launder all clothing, capes, towels, etc., in water (125⁰ F) for five (5) to ten (10) minutes;
2. Any item that cannot be laundered should be sealed in a plastic bag for ten (10) days;
3. Vacuum and/or spray pesticides on rugs and furniture; and
4. Soak brushes and combs in a solution of medicated shampoo for one (1) hour, or boil in water for five (5) minutes at 150⁰ F.

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26.080 First Aid Kit

Each establishment, mobile establishment and independent booth owner shall provide a first aid kit of sufficient size and quantity for employees and clients. The first aid kit shall be readily accessible and identified with visible signage.

ITEM	Recommendations
Adhesive Bandages	50
Elastic Bandage	1
Gauze Pads	10
Adhesive Tape (Roll)	1
Rubbing Alcohol 8 oz	1
Iodine 3 oz	1
Antiseptic Wipes	10
Disposable Gloves	2
CPR Mask	1
Burn Cream Ointment (8 oz tube or equal)	1
Antibiotic Ointment (8 oz tube or equal)	1
Cold Pack(s)	1
Ipecac	1
Scissors	1
Eye Wash Solution (8 oz)	1
Eye Pads	2
Eye Cup(s) – Not required if eye wash station or unit is provided	1
Dressings	10
Tourniquet	1
Ammonia Inhalant	1
First Aid Guide	1
Tongue Depressor(s)	1
Tweezer	1
Personal Protection Clean-up Kit(s): a kit for cleaning blood and other bodily fluid spills to prevent disease and contamination. Shall meet OSHA Standards and at a minimum include: disposable gloves, red biohazard bag with twist tie, blotting towel, and germicidal wipe.	1

FIRST AID KIT RECOMMENDATIONS



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26.090 Safety Data Sheets (“SDS”)

The establishment or independent booth owner shall make available Safety Data Sheets (“SDS”) as may be required by the United States Department of Labor, Occupational Safety and Health Administration in 29 CFR Part 1910.1200(g) (effective May 25, 2012), available online at www.osha.gov/law-regs.html.

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26.140 General Health and Safety Standards

26.141 A copy of chapter 26 of this Program's rules shall be kept in hardcopy or electronic form and made available to employees or clients immediately upon request.

26.142 A licensee should not perform services on a client if the licensee has reason to believe the client has a contagious condition such as head lice, nits or ringworm, or inflamed, infected, broken, raised or swollen skin or nail tissue, or an open wound or sore in the area to be serviced.

26.143 Shampoo bowls and tables that come into direct contact with a client's skin shall be disinfected prior to each new client.

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26.144 Floors in establishments shall be cleaned each day. For services that involve hair cutting or hair removal, the hair shall be collected and deposited in a closed receptacle at reasonable intervals after each service.

26.145 All waste or trash containers shall be emptied at reasonable intervals during a work day and kept clean by washing or using plastic liners.

26.146 Use of a disposable neck strip or cloth towel is required when using a service cape on a client. If the cape comes into contact with the client's skin it shall be laundered in hot water before using on another client. A neck strip or cloth towel is not necessary if the client is provided with a single-use individual cape. Capes and linen shall be used once on a client and shall not be reused until it has been properly laundered.

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26.147 Soiled linens shall be stored in a covered or closed container.

26.148 Clean linens shall be stored in a tightly closed container or tightly closed cabinet. A reasonable supply of linens kept in open stock for immediate daily use is permitted.

26.149 All bottles and containers, other than the original manufacturers' container used for application of chemical services and disinfectants, shall be properly labeled as to content, percentage solution, and date mixed. When a substitute container is used for product, it shall be clearly labeled as to its content, and the original bottle or container shall be kept on the premise and shall be immediately presented upon request at time of inspection.

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Licensees may not use, apply or perform any of the following substances, products, tools or procedures on a client or person. Possession on licensed premises of a prohibited substance, product or tool by a licensee or a student shall be considered prima facie evidence of its use and a violation under this chapter.

26.151 Nail or any other service product containing methyl methacrylate liquid monomers, also known as MMA.

26.152 A fumigant such as formalin (formaldehyde) in tablet, liquid form or in products.

26.153 Use of chamois buffers as a multi-use item is prohibited. The chamois buffer may be used as a single-use item and immediately discarded.

Emphasis added

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26.154 Velcro rollers.

26.155 Credo blade or similar razor-type tool designed to remove growth of skin such as corns and calluses.

26.156 Removing skin tags or moles is considered a medical procedure and may not be performed by a person licensed under Title 32, chapter 126.

26.157 Alum or other astringent in stick or lump form. (Alum or other astringent in powder or liquid form is acceptable.)

26.158 Live fish to perform pedicures or skin services is considered a product, tool or implement and is prohibited. Live fish for display purposes contained in a suitable covered aquarium or water-filled vessel may be the exception.

26.159 Rodents, reptiles and birds are not permitted in a licensed establishment, independent booth or mobile establishment at any time.

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26.170 Signage

Signs shall be prominently displayed in the reception, entrance or public area of the establishment, as described below. Unless otherwise noted, the print size shall be at least one (1) inch.

26.171 Exterior sign located near the main entrance that clearly identifies the establishment.

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26.172

Twenty-four (24) to forty-eight (48) hour patch test notice to alert clients that a patch test will be performed before the application of any product that contains an aniline derivative. Records of such tests shall be signed by the client and the licensee who will provide the service. Such records shall be produced to the Director immediately upon request.

26.175 When an animal such as a dog or cat is permitted in the establishment or independent booth, a sign shall be posted at the entrance of the establishment or independent booth informing employees and the public that an animal is on the premises

Emphasis added

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Emphasis added

26.176 Message to consumers

The following message to consumers shall be prominently displayed in the public reception area of the establishment or booth owner's booth rental. The print size shall be at least one quarter inch.

MESSAGE TO CONSUMERS

This establishment is licensed by the Maine Office of Professional and Occupational Regulation and may address allegations of violations of the Barbering and Cosmetology Licensing Program laws and rules. A complaint may be filed online at www.maine.gov/professionallicensing or by submitting a written letter to:

Office of Professional and Occupational Regulation
Barbering and Cosmetology Licensing Program
35 State House Station
Augusta, ME 04333

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26.180 Health and Safety Standards – Hair Cutting, Styling, and Treatment Services

26.181 A tool or implement shall be properly cleaned and disinfected before being used on a subsequent client.

26.182 When not in use, tools and implements shall be stored in a clean, dry, debris-free environment. Non-practice related items, including personal items, shall not be stored or mingled with any practice tools and implements.

26.230 Consent Form Requirement

Prior to providing a microdermabrasion, chemical exfoliation, IPL or a device driven hair removal service, a licensee **shall** obtain the client's consent to service, which should include, but is not limited to:

1. In general terms, the nature and purpose of the procedure(s);
2. A list of known risks associated with the procedure(s), if reasonably determinable;
3. Acknowledgment that a disclosure of information has been made and that any questions asked about the procedure(s) have been satisfactorily answered;

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26.230 Consent Form Requirement

4. As appropriate, the client's medical history such as medication(s) and contraindications that may call for alternative methods of treatment;
5. Observations of skin conditions and abnormalities;
6. Prior treatments; and
7. Signature of the client for whom the procedure is performed and the licensee.

26.230 Consent Form Requirement

All intake and consent to treatment information, including medical and health information, supplied by the client for services under this section is confidential. The establishment or booth owner shall establish procedures to ensure that such information is safeguarded against theft and identify theft and may not be used or disclosed without written permission of the client.

Note: HIPAA

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Beyond your normal cleaning per service and end of day

26.279 Every other week (bi-weekly), after cleaning and disinfecting as provided in this subsection, each whirlpool foot spa shall be cleaned and disinfected in the following sequential manner:

1. The spa basin shall be filled completely with water and one-third (1/3) cup of 5.25 percent bleach for each one (1) gallon of water;
2. The spa system shall be flushed for 5 to 10 minutes with the chlorine bleach and water solution, or an EPA-registered disinfectant with demonstrated bactericidal, fungicidal, and virucidal activity, which shall be used according to the manufacturer's instructions, and allowed to sit for 6 to 10 hours;
3. The spa system shall be drained and flushed with water before use upon a client; and
4. The foot basin shall be rinsed, emptied and wiped dry with a clean towel.

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26.280 For whirlpool foot spas or basin, a record shall be made of the time and date of each cleaning and disinfecting that indicates whether the cleaning was a daily or bi-weekly cleaning. This record shall be made at or near the time of cleaning and disinfecting and shall indicate if a spa was not used during any individual work day. The record shall be maintained for a period of one (1) year from the date of the last entry and shall be presented to the Director upon request.

Emphasis added

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26.281 A foot spa, foot basin or jet for which documentation is not maintained in accordance with this section shall be removed from service and not used again until it has been cleaned and disinfected in accordance with the requirements of this section and the records have been properly updated. When a foot spa, foot basin or jet is removed from service for any reason, the record shall indicate the date of removal from service.

26.290 RESPONSIBILITIES OF A MOBILE ESTABLISHMENT

26.291 The owner(s) of a mobile establishment, and practicing licensees within, shall comply with all health and safety requirements pursuant to Title 32, chapter 126 and applicable rules as these apply to practice, operation, safety, sanitation, infection control standards and blood exposure procedures.

26.292 Fixtures shall be anchored to the unit.

26.293 Chemicals in the mobile establishment shall be stored securely in cabinets with safety catches independently from other product.

26.294 Display on both sides of the mobile unit's exterior a sign with the mobile establishment's name and license number.

26.290 RESPONSIBILITIES OF A MOBILE ESTABLISHMENT

26.295 Shall have a water heater that provides fresh, hot water continuously and on demand.

26.296 Shall have a fresh water tank holding a sufficient amount of fresh water to perform the day's business. If a mobile unit's fresh water supply is depleted, operation shall cease until the supply is replenished.

26.297 Shall have a functioning restroom within its perimeter to include a self-contained flush toilet and a sink with holding tank.

26.298 Services may not be performed while the mobile establishment is in motion or outside the mobile establishment.

26.299 A mobile establishment may not be used as a residence or for any purpose other than services provided by practitioners licensed under 32 MRS, chapter 126.

MONEY SAVING
IDEAS FOR YOUR
BUSINESS



WAYS TO SAVE AT THE FRONT DESK

TIPS ON CREDIT CARDS

- On \$10,000 in services 15% gratuity = \$1,500
- Salon/Spa costs are \$30 in credit card processing fees
- That's \$360 / year
 - Charge the service providers a fee on tips collected
 - Stop allowing tips on credit cards
 - Add an ATM Machine
 - Convenience for clients
 - Opportunity for additional income
 - More cash transactions



EMPLOYEE PRODUCTS / SERVICES ON CREDIT CARDS

- Do your employees purchase product at cost or pay house charges for services?
- If they are purchasing \$500 per month on a credit card it is costing the salon/spa \$15 per month or \$180 per year
 - Want to continue to allow credit card purchases for your employees?
 - Charge the employee 2%-4% for the credit card fee
 - Stop allowing employees to purchase on credit cards
 - Deduct the purchases from their paycheck
 - Instruct them to use your ATM



RETAIL RETURNS / EXCHANGES

Do you allow retail returns?

- \$100 in retail returned
- 10% commission to employee
- \$120 per year (the cost to the salon/spa)

Mitigate your loss by putting the return under the employee's name in your software to reverse the commission

- You have lost the profit on the retail

REDO COST

- Who absorbs the cost of product for a redo?
 - If you have two re-dos a month at an average of \$15 in product cost, the salon is losing \$360 per year
- Have you thought about a blanket redo charge?
 - If there is a redo, the original employee could have a \$10-\$20 redo cost deduction
 - You can certainly set guidelines such as
 - Takes effect after 2 redo of year
 - On Level D-B Only

COFFEE AND BOTTLED WATER COST FOR EMPLOYEES

- Average monthly cost for ten employees drinking one cup of coffee and two bottles of water per day, five days per week.
 - \$255.70 per month or \$3,068.40 per year
- Options
 - Do not allow staff to have any Salon beverages
 - Allow unlimited drinks for a product deduction of \$8.00 per week
 - Utilize your S³ Staples Business Advantage for purchases to save money

STAFFING OF HOURLY EMPLOYEES

- Are you overly staffed on hourly employees?
 - If you can cut 5 hours of hourly wages a week
 - At \$10 / hour
 - YOU WOULD SAVE **\$2,860** per year (includes payroll tax)

CT: \$10.10 per hour
RI: \$10.10 per hour
MA: \$11.00 per hour
ME: \$10.00 per hour
VT: \$10.50 per hour
NH: \$7.25 per hour

The logo for Spafinder Wellness 365 is displayed in a rounded rectangular frame. The word "Spafinder" is written in a large, bold, teal font, while "Wellness 365" is in a smaller, grey font below it. To the right of the text is a decorative graphic of a semi-circle composed of numerous small dots in shades of teal and green.

Spafinder
Wellness 365™

SPA FINDER/ SPA WISH GIFT CARDS

- If you hold on to \$100 a month to be re-used that would save you \$18 / month or \$216 per year
- How do you redeem them?
 - Use them yourself
 - Give them as gifts
 - You save the 18%

DO YOU GROUPON?

- If you do 32 Groupons Keratins a month at \$149
 - Cost for product \$700
 - Cost for hourly service providers to do them \$640
 - Cost to Groupon at 50% \$2,384
(you can do better than this percentage)
 - People will come in and purchase the keratin directly from you
 - PROFIT TO SALON: \$1,044 / Month, \$12,528 / Year

STAPLES

Business Advantage[®]

FULL ADVANTAGE OF STAPLE'S BUSINESS ADVANTAGE (SBA)

Item	Current \$	S3 SBA \$	Savings	Monthly Qty	Total
k-cups (24ct)	\$14.99	\$9.99	\$5.00		
Nestle Coffee mate creamers (singles)	\$7.29	\$4.25	\$3.04		
Gloves	\$8.99	\$1.99	\$7.00		
Black Nitrile Gloves 100ct	\$8.99	\$4.80	\$4.19		
Tip Envelopes 500ct	\$24.99	\$9.27	\$15.72		
HP Toner 970XL (high yield)	\$119.99	\$87.98	\$32.01		
Copy Paper 92 Brightness	\$36.99	\$24.99	\$12.00		
C-Fold Paper towels 2400ct	\$26.99	\$18.75	\$8.24		
Sustainable Earth Toilet Paper 48ct	\$29.49	\$16.52	\$12.97		
			TOTAL SAVINGS		

- Do you utilize S³ Staples Business Advantage?
- Have you sent us your products to get a better price?
- **On average our salons are saving \$289 / month on supplies. That's a yearly savings of \$3,468 / year**
- When ordering custom printing or promotional items the price typically improves with the more you order. When placing orders check to see if the price drops just by adding one more to your quantity. For instance instead of ordering 50 of an item, try ordering 51. Just by adding one more to your quantity you can often times receive a better price!

Always free shipping with orders over \$50



YOUR INSURANCE POLICES

- Have you shopped them around?
- Do you have redundant coverage?
- You will be surprised that just by having a conversation with your agent you could save 10% or more!
 - Bundle policies for bulk savings
 - Save \$300 / year or more

BOOKING IN BETWEEN YOUR COLOR CLIENTS

If your stylist is not servicing another client while their current client is processing you are losing a lot of money!

Example:

- 30 hour per week stylist with an average service price of \$40
- Eight services provided in between (during color processing) in a month
- \$320 / month or \$3,840 / year in additional revenue
- Five stylists not doing this in your Salon equals a loss of \$1,600 / month or \$19,200 per year
- AT A MINIMUM!

WHERE CAN YOU SAVE?

Savings Ideas	Monthly Savings	Yearly Saving	Take advantage <input checked="" type="checkbox"/>
Tips on Credit cards	\$30	\$360	<input type="checkbox"/>
Emp Cost on credit cards	\$15	\$180	<input type="checkbox"/>
Retail Returns/Exchanges	\$10	\$120	<input type="checkbox"/>
Redo Cost	\$30	\$360	<input type="checkbox"/>
Coffee/ Water	\$256	\$3,068	<input type="checkbox"/>
Hourly Staff	\$238	\$2,860	<input type="checkbox"/>
Spa Finder	\$18	\$216	<input type="checkbox"/>
Groupon	\$1,044	\$12,528	<input type="checkbox"/>
SBA	\$289	\$3,468	<input type="checkbox"/>
Insurance	\$25	\$300	<input type="checkbox"/>
Booking In between	\$1,600	\$19,200	<input type="checkbox"/>
Total	\$3,555	\$42,660	

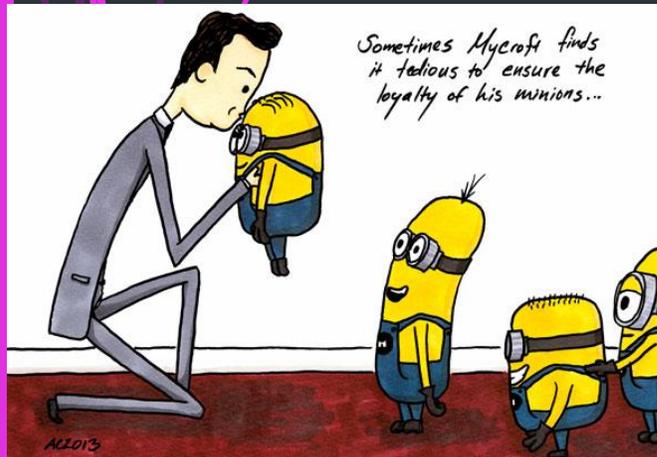
S²PBS

Introduction to
Salon Success
Point Based System



Have you experienced any of the following?

- ❖ Staff not feeling appreciated
- ❖ Feeling like you are paying commissions that are too high
- ❖ Feeling held hostage by staff
- ❖ Turning away clients because your prices are too high or too low
- ❖ Feeling stagnate in growth
- ❖ High staff turn over rate
- ❖ Staff feeling like there is no opportunity for advancement



Performance Based Compensation

What is Performance Based Compensation?

Paying your staff for:

- ❖ what they do (responsibilities)
- ❖ how much they bring in
- ❖ meeting predetermined goals

Performance Based Compensation

What is Performance Based Compensation is **NOT**?

NOT Paying your staff for:

- ❖ Longevity
- ❖ Clientele
- ❖ Friendship
- ❖ Comparative commissions

Benefits Of the S2PBS

- ❖ Incorporates levels
- ❖ Non invasive / Flexible / Easy
- ❖ Stay competitive with the cut only salons up to your highest end salons/spas
- ❖ Becomes a training program
 - ❖ Staff groomed from within
 - ❖ Quality Control
- ❖ Freedom from having to hire providers with Clientele
- ❖ You are not beholden to any one staff person
- ❖ Turn away % goes down

Benefits Of the S2PBS

- ❖ System uses Points to assess staff strengths and weaknesses
 - ❖ Advancement with strengths
 - ❖ Opportunity to work on weaknesses
 - ❖ Takes emotion and non performance factors out of advancement and commission increases
- ❖ Additional revenue beyond your direct services / Creates Staff retention
 - ❖ Mentoring
 - ❖ Apprenticeships

Benefits Of the S2PBS

- ❖ Competition is between the staff person's own goals and not others in the Salon/Spa
- ❖ Able to be more than 100% productive
- ❖ Higher client retention for the Salon/Spa
- ❖ Teamwork
- ❖ Social Media presence increases

Terms Of the S2PBS

S2PBS: Salon Success Point Based System

Bullseye: The total minimum point goal for the month based on hours worked and type of service provider

POW Sheet: Planning Offering Worksheet

Daily Tracking Sheet: Track points accumulated for each day worked in a week

Monthly tracking sheet: Tracks points accumulated each weeks for monthly total

Goal Sheet: Tracks your goals to help achieve your next S2PBS level

Apprentice: Works with A+ or A++ service provider

Coach: Helps beginner level service providers hit their goals and learn the S2PBS system

Glossary

Levels Of the S2PBS

- ❖ Up to 6 levels
 - ❖ D,C,B,A, A+,A++
- ❖ Staff must maintain upper level numbers of the bulls eye for 2 consecutive months to move up to that level
- ❖ Commission increase as you move up
- ❖ Price increases with each level

What is the S² Point Based System Criteria?

It is a way to grow your employees based on performance in the following areas:

- ❖ Guests Seen – Each guest serviced that day
 - ❖ Repeat Guests – A guest you have seen previously
 - ❖ **Pre-book Guests** – A guest that books their next appointment at checkout
 - ❖ Regular Services – Anything that is NOT an Add-on or Chemical Service as defined by the Salon/Spa
 - ❖ **Add-On Services** – any service that is has an added cost to a regular service
 - ❖ **Chemical Services** – All full priced chemical services
 - ❖ Retail Dollars Sold – Any retail products sold
-
- ❖ Social Media Postings – One per day on any social media service
 - ❖ Education – based on Salon/Spa's requirement for education
 - ❖ Programs, Series, Monthly's Sold – Services purchased in bulk

S² Point Based System Point Values

- ❖ Guests Seen – 1 pt
 - ❖ Repeat Guests – 1 pt
 - ❖ Pre-book Guests – 2pts
 - ❖ Regular Services – 1pt
 - ❖ Add-On Services – 2 pts
 - ❖ Chemical/ premium Services – 3pts
 - ❖ Retail Dollars Sold – Based on scale
-
- ❖ Social Media Postings – 1 pt
 - ❖ Education – 1pt/ hr
 - ❖ Programs, Series, Monthly's Sold – 2pts

Apprentice

- ❖ Licensed Service Provider
- ❖ Works one-on-one with their “A+” Provider
- ❖ Provider is responsible for training and growing apprentice
- ❖ Service provider gets full commission on all services performed by their apprentice
- ❖ The A+ service provider pays 50% of the Apprentice's hourly rate



Coach



- ❖ B or above service provider
- ❖ Works one-on-one with their junior
- ❖ Coach is responsible for one on one meetings
- ❖ Coach gets 1% commission on all services provided by D level junior and 2% commission on all services provided by c level junior
- ❖ Knows the system and is naturally positive

The background features abstract, flowing waves in shades of red, orange, and yellow, creating a dynamic and energetic feel. The waves are layered and semi-transparent, giving a sense of movement and depth.

BUSINESS TOOLS

Paul P Andrews



OVERVIEW

- Budget Guidelines
- Profitability (Salon & Employee)
- Human Resources
- Identity Theft Protection / Data Breaches
- HIPAA
- Social Media
- Employee v. Independent Contractor



BUDGET GUIDELINES

Performing an analysis of your budget percentages on a monthly basis will keep you on track.

- Expected and unexpected expenses occur
- Being able to adjust for these expenses is important

BUDGET GUIDELINES

MONTHLY

What percentage of your business income is Payroll

Payroll is the GROSS amount of all wages/salaries/commissions

$\leq 45\%$ ✓

$> 45\%$ x

BUDGET GUIDELINES

MONTHLY

What percentage of your total business income is Rent/Mortgage

Not including CAM fees, Property Taxes, etc.

$\leq 5.5\%$ ✓

$> 5.5\%$ ✗

BUDGET GUIDELINES

MONTHLY

What percentage of your total business income is Vendor Supplies, Cost of Goods Sold (COGS), Back Bar

$\leq 16\%$ ✓

$> 16\%$ x

BUDGET GUIDELINES

MONTHLY

What percentage of your total business income is Profit to Owner (after a reasonable salary)

$\leq 5.50\%$ ✓

$> 5.50\%$ x



PROFITABILITY

PER SERVICE PROVIDER, PER DAY

- Do you know what the cost per day is for each service provider?
- Why would you want to know?
- Sometimes your top service provider may be less profitable than you think.

- How do you calculate the profitability?
 - Cost of employment
 - The extras you provide
 - Cost of services performed
 - Hours worked
 - Gross receipts from that service provider



HUMAN RESOURCES

One of the most overlooked areas in small business

Human Resources includes:

- Employer obligations
- Employee policies
- Federal Requirements
- State Requirements
- C.Y.A.



HUMAN RESOURCES

Why be compliant?

Because something isn't a problem.... Until it's a problem....

Well publicized policies, guidelines and expectations can help reduce issues.

Fulfilling required obligations as an employer is like armor against an attack.

It creates an environment of professionalism and enhances the culture within the business.



HUMAN RESOURCES

Employee Handbook

- Communicates the mission of the business
- Outlines the expectations for the employee
- Includes the obligations of the employer
- Sets the standards for discipline up to termination
- Progressive and changing as scenarios in instances occur
- Removes emotion or “friendship” management



HUMAN RESOURCES

Employee Postings (Mandatory)

- Federal Employment Posters
- State of Maine Employment Posters
 - Child Labor
 - Employment Security Law
 - Minimum Wage
 - Occupational and Safety Regulations
 - Regulation of Employment
 - Sexual Harassment
 - Worker's Compensation
 - Whistleblower's Protection

Child Labor Laws



Child Labor Laws of the State of Maine provide protection for people under the age of 18 in both agricultural and nonagricultural jobs. The Maine Department of Labor administers the laws, which all employers must follow. Department representatives inspect workplaces to ensure compliance. Citations and penalties may be issued to employers who do not comply.

This poster describes some important parts of the laws. A copy of the actual laws and formal interpretations may be obtained from the Department of Labor, Bureau of Labor Standards, by calling (207) 623-7900. (The laws are also on the Bureau website.)



Maine Law (Title 26, M.R.S.A. § 42-B) requires every employer to place this poster in the workplace where workers can easily see it.

This poster is provided at no cost by the Maine Department of Labor and may be copied.

14 and 15 year olds may work in most businesses, except in occupations declared hazardous and jeopardize their health, well-being or educational opportunities. **16 and 17 year olds** may work in most businesses, however not in hazardous jobs. These provisions also provide limited exemptions. Contact the Bureau of Labor Standards for details.

Work Permits

- **All** minors under 16 years of age need work permits in order to work.
- Superintendent of schools certify academic standing.
- Minor allowed only one permit during the school year but two during summer vacation.
- Minor cannot work until permit is approved by Bureau of Labor Standards.
- Employer keeps Bureau-approved permit on file.

Recordkeeping

All employers must keep accurate payroll records for workers under 18. Records must show what time the minor began work, total hours worked, and what time the minor finished work each day.

Note: Maine employers may also be covered under the Federal Fair Labor Standards Act. For more information, contact the U.S.

Work Hours 14 and 15 year olds

- No more than six days in a row.
- Cannot work before 7 a.m.
- Not after 7 p.m. during school year.
- Cannot work after 9 p.m. during summer vacation.

When School Is Not in Session

- No more than 8 hours in any one day (weekend, holiday, vacation or workshop).
- Not more than 40 hours in a week (school must be out entire week).

When School Is in Session

- No more than 3 hours on a school day, including Friday.
- Not more than 18 hours in a week that school is in session one or more days.

Work Hours 16 and 17 year olds (enrolled in school)

- No more than 6 days in a row.
- Cannot work before 7 a.m. on a school day.
- Cannot work before 5 a.m. on a non-school day.
- Cannot work after 10:15 p.m. the night before a school day.
- Can work up to midnight when there is no school the next day.

When School Is Not in Session

- No more than 10 hours in any one day (weekend

HUMAN RESOURCES



This poster is provided at no cost by the Maine Department of Labor and may be copied.

Full- and Part-Time Workers

How to file a claim for unemployment benefits

All new and reactivated claims for unemployment benefits are filed either online, telephone or by mail. **Do not delay in filing your claim once you are out of work. Claims cannot be backdated.**

When filing, you will need to know your Social Security Number. Also, you should have the names and addresses of all employers for whom you worked, and your dates of employment in the last 18 months.

To file online: www.maine.gov/reemploye
This is the fastest, easiest way to file.

To file by phone: 1-800-593-7660
TTY Users Call Maine Relay 711.

All individuals filing for Unemployment Insurance benefits are required by law to be registered with the Maine JobLink. Visit www.mainecareercenter.gov to access Maine JobLink.

We provide **language interpreter services** in approximately 140 commonly spoken languages. Arrangements will be made to have an interpreter assist you when you call the Unemployment Claims Center.

To claim by mail: In some cases, your employer will give you a claim form. Mail your initial claim form to unemployment@maine.gov. Claims Center listed

Basic eligibility requirements

Earnings during the base period: The "base period" is a one-year period that includes four calendar quarters. To establish a claim, an individual must have earned two times the annual average weekly wage in Maine in each of two different calendar quarters, and a total of six times the annual, average, weekly wage in Maine in the whole base period. In most cases, the Department of Labor has your wage information on file. If it is not on file, the Department will take steps to obtain it.

Separation: If you were laid off from your last job due to a lack of work, no additional investigation is required. If you separated from your last job for reasons other than lack of work, you will be scheduled for a fact-finding interview. A determination will then be made regarding your eligibility for benefits.

Weekly requirements: Weekly eligibility requirements include being **able to work** and being **available for work**, making an **active search for work** (unless your work search has been "waived"), not refusing offers of suitable work or referral to suitable job opportunities from the CareerCenters.

Aliens: If you are not a U.S. Citizen, your Social Security Number and/or your Alien Permit number will be checked with the Department of Homeland Security, Immigration and Naturalization Service.

Unemployment benefits are taxable: Unemployment benefits are taxable and have to be reported when you file

HUMAN RESOURCES

Labor Laws of the State of Maine provide protection for people who work in Maine. The Maine Department of Labor administers the laws, which all employers must follow. Department representatives inspect workplaces to ensure compliance. Citations and penalties may be issued to employers who do not comply.



Maine Law (Title 26 M.R.S.A. § 42-B) requires every employer to place this poster in the workplace where workers can easily see it.

This poster is provided at no cost by the Maine Department of Labor and may be copied.

Minimum Wage is \$10.00 per hour effective January 1, 2018

Minimum Wage

Under Maine labor laws, any business operating in the state with one employee is automatically covered by state law. This includes all public and private employers regardless of profit or size. Effective January 1, 2018, the minimum wage in Maine is \$10 per hour.

Municipal Minimum Wage Ordinances

Employers with employees who work in Bangor and/or Portland or any other municipality that passes a local minimum wage ordinance, may be subject to additional regulations and should check with municipal officials.

Service Employee

A service employee is someone who regularly receives more than \$30 a month in tips. As of January 1, 2018, employers must pay a direct wage of at least \$5 per hour to service employees. If the employee's direct wage combined with earned tips do not average, on a weekly basis, the state required minimum wage, the employer must pay the difference.

Overtime

Unless specifically exempted, employees must receive overtime pay for hours worked in excess of 40 in a workweek at a rate not less than time and one-half their regular rates of pay. Employers have the right to allow or deny overtime, but if overtime is worked, it must be paid in accordance with state requirements. Compensatory or "comp" time cannot be used by private-sector employers,

Exemptions from Overtime

Maine statutes incorporate by reference the salary requirements under the Fair Labor Standards Act (FLSA). The new minimum salary requirement will be \$576.93 per week as of January 1, 2018. Salary is only one factor in determining whether a worker is exempt from overtime under federal or state law. The duties of each worker must be considered as part of this analysis. Failure to adhere to both requirements—meeting the duties test and the weekly salary threshold—will result in violations of both federal or state law or of one jurisdiction or the other depending on the discrepancies in the laws.

Statements to Employees

Every employer shall give to each employee with the payment of wages a statement clearly showing the date of the pay period, hours worked, total earnings and itemized deductions.

Recordkeeping

Employers shall keep, for three years, accurate records of hours worked and wages paid to all employees.

The Department of Labor enforces state wage and hour laws. Employers with questions about the law may call 207-623-7900 or may visit the department's webpage.

Minimum Wage Guidance

www.maine.gov/labor/labor_laws/minimum_wage_faq.html
legislature.maine.gov/statutes/26/title26sec664.html

HUMAN RESOURCES

Occupational Safety and Health Regulations for Public Sector Workplaces



Maine has an Occupational Safety and Health Law that protects state, county and municipal government employees from workplace safety and health hazards.



M.R.S.A. Title 26: Labor and Industry

Public sector employers must place this poster in the workplace where workers can easily see it.

This poster is provided at no cost by the Maine Department of Labor and may be copied.

How are you protected?

- ✓ By law, an employer must provide a safe and healthful workplace for employees.
- ✓ Periodically, safety and health inspectors from the Maine Department of Labor will show up at your workplace to make sure your employer is following Safety and Health Regulations.
- ✓ You have a right to report work-related injuries and illnesses.
- ✓ If you think your workplace is unsafe, you or your representative can contact the Maine Department of Labor and request an inspection. You can request that your name be kept confidential.
- ✓ Employers, employees and employee representatives may go with the inspector on the inspection of your job site.
- ✓ Your employer may be cited and penalized if unsafe or unhealthful conditions are found during an

Under a plan approved August 5, 2015, by the U.S. Department of Labor, Occupational Safety and Health Administration (OSHA), the State of Maine is providing job safety and health protection for workers in the public sector throughout the State.

OSHA will monitor the operation of this plan to assure that continued approval is merited. Any person may make a complaint regarding the State administration of this plan directly to the Regional Office of OSHA, JFK Federal Building, Room E-340, Boston, Massachusetts 02203.
Telephone: 617-565-9860 | Fax: 617-565-9827.

For after-hours fatality/catastrophe reporting:
207-592-4501 or email accident.bls@maine.gov.

Who can you contact to ask for

HUMAN RESOURCES

Regulation of Employment



Bureau of Labor Standards

Labor Laws of the State of Maine provide protection for people who work in Maine. The Maine Department of Labor administers the laws, which all employers must follow. Department representatives inspect workplaces to ensure compliance. Citations and penalties may be issued to employers who do not comply.



This poster describes some important parts of the laws. A copy of the actual laws or formal interpretations may be obtained from the Department of Labor, Bureau of Labor Standards, by calling (207) 623-7900. (The laws are also on the Bureau's web site.)

Maine Law (Title 26 M.R.S.A. § 42-B) requires every employer to place this poster in the workplace where workers can easily see it.

This poster is provided at no cost by the Maine Department of Labor and may be copied.

Time of Payment

Employees must be paid in full at least every 16 days. Employees must be notified of any decrease in wages or salary at least one day prior to the change.

Payment of Wages

Employees who leave a job must be paid in full on the next payday or within two weeks, whichever is earlier. Any vacation pay earned is due at the same time.

Severance Pay

Businesses that have 100 or more employees at a single location may have to provide severance pay to employees if that business location closes or has a mass layoff.

Unfair Agreement

Employers cannot require that an employee pay for losses such as broken merchandise, bad checks, or bills not paid by customers, nor for special uniforms and certain tools of the trade.

Rest Breaks

Most employees must be offered a 30-minute paid or unpaid rest break after 6 hours of work.

Nursing mothers must be provided with unpaid break time or be permitted to use their paid break or meal time to express milk. The employer must make reasonable efforts to provide a clean room or location, other than a bathroom, where the milk can be expressed.

Family Medical Leave

An employee who has worked for the last 12 months at a workplace with 15 or more employees can have leave for up to 10 paid or unpaid weeks in 2 years for:

- ◆ Birth or adoption of a child or domestic partner's child;
- ◆ Serious illness of the employee or immediate family member, including domestic partner;
- ◆ Organ donation;
- ◆ Death or serious health condition of the employee's spouse, domestic partner, parent or child if it occurs while the spouse, domestic partner, parent or child is on active duty;
- ◆ Serious illness or death of a sibling who shares joint living and financial arrangements with the worker.

(Federal family medical leave is different. Call 603-666-7716 for more information.)

Leave for Victims of Violence, Assault, Sexual Assault or Stalking

Must be allowed upon request if an employee (or a child, parent or spouse of an employee) is a victim of violence, assault, sexual assault or stalking or any act that would support an order for protection under Title 19-A M.R.S.A., c. 101 and the employee needs the time to:

- ◆ Prepare for and attend court proceedings; or
- ◆ Receive medical treatment; or
- ◆ Obtain necessary services to remedy crisis.

Leave to Care for Family

If the employer's policy provides for paid time off, the employee must be allowed to use up to 40 hours in a 12-month period to care for an immediate family member who is ill.

Mandatory Overtime

Most employers may not require employees to work more than 80 hours of overtime in any consecutive 2-week period. A nurse who has worked 12 consecutive hours may not be disciplined for refusing to work additional hours and must be allowed at least 10 hours off after working 12 hours. (There are exceptions to this law.)

Note: *Maine employers may also be covered under the Federal Fair Labor Standards Act. For more information, contact the U.S. Department of Labor Wage and Hour Office at 603-666-7716.*

For more information, contact:

Maine Department of Labor
Bureau of Labor Standards
45 State House Station
Augusta, Maine 04333-0045
located at: 45 Commerce Drive
Telephone: 207-623-7900
TTY users call Maine Relay 711.
Web site: www.maine.gov/labor/bls
Email: mdol@maine.gov

At-Will Employment - Under Maine law, an at-will employee may be terminated for any reason not specifically prohibited by law. In most instances, you are an at-will employee unless you are covered by a collective bargaining agreement or other contract that limits termination. If you have questions about at-will employment, contact your human resources department or the Bureau of Labor Standards.

HUMAN RESOURCES



THE MAINE HUMAN RIGHTS ACT PROHIBITS SEX DISCRIMINATION

SEXUAL HARASSMENT ON THE JOB IS ILLEGAL

- ✗ UNWELCOME SEXUAL ADVANCES
- ✗ SUGGESTIVE OR LEWD REMARKS
- ✗ UNWANTED HUGS, TOUCHES, KISSES
- ✗ REQUESTS FOR SEXUAL FAVORS
- ✗ RETALIATION FOR COMPLAINING ABOUT SEXUAL HARASSMENT

IF YOU FEEL YOU HAVE BEEN DISCRIMINATED AGAINST, CONTACT:

MAINE HUMAN RIGHTS COMMISSION

51 STATE HOUSE STATION, AUGUSTA, MAINE 04333-0051
PHONE (207) 624-6290 FAX (207) 624-8729 TTY: MAINE RELAY 711
www.maine.gov/mhrc

OR CONTACT YOUR PERSONNEL DEPARTMENT: _____
DEPARTMENT / AGENCY CONTACT

HUMAN RESOURCES

Whistleblower's Protection Act

MAINE
DEPARTMENT OF
LABOR

Bureau of Labor Standards

Protection of Employees Who Report or Refuse to Commit Illegal Acts



This poster describes some important parts of the law. A copy of the actual law or formal interpretations may be obtained from the Department of Labor, Bureau of Labor Standards by calling (207) 623-7900. (The laws are also on the Bureau's web site.)

Maine Law (Title 26
M.R.S.A. § 839) requires
every employer to
place this poster in
the workplace where
workers can easily see it.

This poster is provided at no cost by the Maine Department of Labor and may be copied.

It is illegal for your boss to fire you, threaten you, retaliate against you or treat you differently because:

1. You reported a violation of the law;
2. You are a healthcare worker and you reported a medical error;
3. You reported something that risks someone's health or safety;
4. You have refused to do something that will endanger your life or someone else's life and you have asked your employer to correct it; or
5. You have been involved in an investigation or hearing held by the government.

You are protected by this law ONLY if:

1. You tell your boss about the problem and allow a reasonable time for it to be corrected; or
2. You have good reason to believe that your boss will not correct the problem.

To report a violation, unsafe condition or practice or an illegal act in your workplace, contact:

(This information should be filled in by the employer)

(Name) (Title) (Location or Phone)

For more information or to file a complaint under this law, contact:

The Maine Human Rights Commission
51 State House Station
Augusta, Maine 04333
Tel: (207) 624-6290

TTY users call Maine Relay 711

HUMAN RESOURCES



HUMAN RESOURCES

State Employment Posters (Optional)

- Domestic Violence
- Equal Employment Opportunity
- Equal Pay Law
- Preventing Flu at work
- Nursing Moms
- Social Media

SALON SUCCESS GROWTH THROUGH PROMOTION/ PROGRAMS



WAYS TO GROW YOUR SALON OR SPA

Promotion

Is a special for a limited time that has a specific start and end date

Usually 4- 8 week period

Advertised on social media, through email, signage, inside and out

Used to promote a certain item

Program

Is an ongoing special with no end date in site

Advertised by in salon signage and staff recommendation

Give-a-ways

This is a way to get clients to come back for more

Give-a-ways can be product samples or discounts on future services

DIFFERENCE BETWEEN PROGRAM AND PROMOTION

Program

- Ongoing

Promotion

- Have a beginning and a end

WHY ARE PROGRAMS IMPORTANT:

They keep
clients coming
back

They reward
clients

They bring you
new clients

They keep you
competitive

They make you
look
professional

TYPES OF PROGRAMS

Monthly

Welcome

VIP/Loyalty

New Homeowners

PROGRAMS

Monthly

This program is to help build a steady income to your salon

VIP/ Loyalty

This program is to help promote loyalty to your salon and retail products

New Homeowners

This program helps bring in New clients to your salon or spa

Welcome

This program is to introduce your salon/spa to the area

MONTHLY

What is it?

Monthly Programs are a great way to secure your future. They bring the salon a win, win, win situation. The client gets a great value, the service provider gets a client coming back each month and the salon gets a guarantee income the first of each month.

HOW THE MONTHLY PROGRAM WORKS

- You pick services that you would like people to come in monthly for
- Then you discount that service accordingly
- You charge the client the first of the month the discounted rate
- When the client comes in they don't pay for that service



CLIENT BENEFITS

In this economy
they don't have
to cut back
their services

They are able to
maintain their
look more
reasonably

SERVICE PROVIDERS BENEFITS

More client visits

More tips

More opportunity to sell retail

More opportunity to add on services

Guarantee rebook

Fill your book quicker

Point builder

SALON BENEFITS

Regular income every 1st of the month

Client doesn't pay for monthly services at time of check out leaving client feeling like they could spend more

If a monthly is not redeemed it goes into house sales no commission paid

Cross promote services many clients have more than 1 monthly

FREQUENTLY ASKED QUESTIONS

Q. Can I split this with someone else?

A. No, unfortunately we cannot let you share the package; due to the steep discount, everyone needs their own package.

B. Alternative option, you can charge an additional \$____ for them to give their monthly to a friend. (Limit this to twice per year)

FREQUENTLY ASKED QUESTIONS

Q. What happens if I miss a month?

A. If it any fault on our part we will be happy to allow you to come twice the next month. If it is not our fault you forfeit that visit.

FREQUENTLY ASKED QUESTIONS

Q. What if we move during this time?

A. We would cancel your monthly

VIP/ LOYALTY

What is it?

VIP/ Loyalty Programs help reward your clients for coming in and keeps them purchasing from you.

HOW THE VIP/ LOYALTY PROGRAM WORKS

- Clients earn ten points for every dollar spent
- Then when they hit 2000 points you issues a \$10.00 in Spabucks
- Spabucks only valid for 30 days
- Spabucks get emailed to them and added to their account



HOW THE VIP/ LOYALTY PROGRAM WORKS

- Use your loyalty program to push certain products/ services
- Give loyalty only discounts
- Opportunities to earn bonus points
 - Referrals
 - Having multiple services done
 - For prebooking
 - New to you promo

NEW HOME OWNERS

What is it?

The new homeowner program is a letter with an offer that goes out to all new homeowners in your area. The goal is to get them to try your salon/spa first.

NEW HOME OWNERS

How it works

This letter should be very welcoming and describe all the services your salon offers

You have them bring the letter in when they come in for the first time and they get \$_____ off any service!

FREQUENTLY ASKED QUESTIONS

Q: Can I pick who gets them?

A: Yes, you can set demographics

FREQUENTLY ASKED QUESTIONS

Q: Do they expire?

A: Yes – 90 days after they are mailed

FREQUENTLY ASKED QUESTIONS

Q: Can anyone in the house use them?

A: Yes, they are addressed to the household.

FREQUENTLY ASKED QUESTIONS

Q: What if they are already clients?

A: You still have to honor them; it is not often, that will happen.

FREQUENTLY ASKED QUESTIONS

Q: How do I obtain a list of new home owners in my area?

A: You can acquire lists from a variety of website services, Realtors or from your local Registry of Deeds.

WELCOME PACKETS

What is it?

Welcome packets are handed out to every new guest.

WELCOME PACKETS

Welcome Packets what is included:

- A welcome letter about your salon
- Four promotional certificates for them to bring back to your salon over their next four visits.
- You also may include some products samples.
- These packets are made up ahead of time and are handed out after client checks out.

WELCOME PACKETS

- **Certificates can include:**
 - Retail discount: \$10 off \$50
 - Spa service discount: Complimentary brow wax with facial
 - Color Service discount: Complimentary color balance with root color
 - General discount: \$10 off \$50

WELCOME PACKETS

- **Welcome letter should include:**
 - Details services your salon/ spa offers
 - Awards and recognitions
 - General info about salon or owner
 - Location, website, social media, phone number

FREQUENTLY ASKED QUESTIONS

Q. Can the salon change the certificates?

A. Yes, you can create specials that will keep your clients coming back

FREQUENTLY ASKED QUESTIONS

Q. Does every new client get a welcome packet?

A. Yes, you want to give one to every new client after their initial service upon checkout

FREQUENTLY ASKED QUESTIONS

Q. Do they expire?

A. No, because you want clients to use them on their next 4 visits

FREQUENTLY ASKED QUESTIONS

Q. Can they use more than 1 per visit?

A. No, you want them coming back at least 4 more times

FREQUENTLY ASKED QUESTIONS

Q. Can they use one on their first visit?

A. No, they are welcome **back** certificates and should only be handed to the client after you have processed their payment upon check out.

WHY ARE PROMOTIONS IMPORTANT:

They draw excitement

They reward clients

You can push certain products services

They keep you competitive

They reward the staff

MONTHLY PROMOTIONS

- Promotional Calendar
 - Important to have constituency in marketing
 - Important to plan a head and be prepared
 - Important to rotate types of promotions
 - Important for entire staff to be on board

APRIL PROMOTIONS

- April Fools
 - Try and fool your clients while building a social media presence
- Easter
 - Make your own Easter Baskets And get 20% all products
- Earth Day
- Spend \$100 or more and get to pick from our pot



WHY ARE GIVEAWAYS IMPORTANT:

They draw
excitement

They reward
clients

You can push
certain products
services

They keep you
competitive

They increase
product sales

GIVEAWAYS

- Product Samples

No samples...No worries

Its always good to have samples cups 1/2oz or 1 oz cups to fill with product of your choice.

WHAT DOES IT MEAN TO BE AN S3

- You become a part of a group of salons who want to be the best
- Empowering the success of salons and spas through synergy: support, collaboration & inspiration
- You have an unlimited resources of salon owners to pull information from
- Support to grow

Support

Savings

Sharing

Security

Success

S3 EVERYDAY BENEFITS INCLUDE:

Business Tools:

Review any State Regulatory Inspections

Support:

Budget guidelines

Cost per employee per hour

Promotional calendar

Annual staff event (one admission)

Annual Owner/Manager meetings (one admission)

Vendor Tools:

Staples Business Advantage Premium Account

- Staples Buying Power
- Free Keurig Commercial coffee maker*
- Dispenser Services*
- Copy/Print Discounts & Buying Power

Up to 90% off Salon Success hosted events/workshops
(one admission)

10% off all Pure and Simple Herbals orders

S3 EVERYDAY BENEFITS INCLUDE:

Online Resources:

Live and recorded webinars

Email alerts

Sample Digital Downloads/ Contract Templates (bridal, renters and more)

- Operations Manual Template
- Sample intake forms
- Employee Handbook Template
- Sexual harassment policy
- Identity Theft / Privacy Protection Policy

Promotions

Programs

S3 EVERYDAY BENEFITS INCLUDE:

All for only \$39/ month*

*One year commitment required

S3 BENEFITS INCLUDE(ALL THE ABOVE PLUS):

Business Tools:

On-site inspection with written report and recommendation

Consulting Services:

6 hours consulting via phone annually (can be used in as little as 15 increments)

3 hours of onsite consulting annually*

Support:

Budget guidelines

Promotional calendar with prizes

Annual staff event(full staff)

Annual Owner/Manager meetings(2 people)

Dedicated email/text support

S3 BENEFITS INCLUDE(ALL THE ABOVE PLUS):

Add-Ons:

S2PBS Front Desk & S2PBS

Disciplinary can be added to your membership for the discounted one time cost of ~~\$599~~

Today only no added charge for Add on!!

S3 BENEFITS INCLUDE:

All for only \$149/ month*

*One year commitment required

S3 PREMIUM BENEFITS INCLUDE(ALL THE ABOVE PLUS):

S2PBS Support:

Two S2PBS pre-launch calls

S2PBS staff launch

S2PBS post launch call

S2PBS Coaching meeting

5 free S2PBS Building Binders

Unlimited support via text and email for S2PBS

S2PBS Front Desk

S2PBS Disciplinary

Annual Owner/Manager meetings (3 people)

S3 PREMIUM BENEFITS INCLUDE:

All for only \$299/ month*

*One year commitment required

THANK YOU

We appreciate your taking the time to learn