

USHERING THE INDUSTRY INTO A NEW ERA

‘ Wellness industry joins together to use their collective knowledge to ensure safety and instill confidence for associates and customers in the post-Covid-19 era.’



OUR WORLD TODAY

The Covid-19 global pandemic is impacting all areas of life around the world as countries look to stop the spread of the virus through restrictions, to varying degrees, on the daily activities of their citizens. These new measures have effectively shut down industries that provide services directly to the consumer.

The Wellness Industry is no exception as spas, fitness centers, salons and service providers have ceased operations as either a means of precaution, local regulations or lack of consumers due to lockdowns.

As countries and individual locales begin to emerge from global lockdown there are early indicators as to just how different our world will look in the future. With the end of lockdown in Wuhan, China, strict measures are in place that include Personal Protective Equipment (masks, gloves, temperature checks and social distancing) to ensure the safety of society.

THE OUTLOOK

The global novel virus, Covid-19, will reshape our society - government, healthcare, the economy, our lifestyles and more - in lasting ways.

As the world emerges from the pandemic, personal protective measures, such as social distancing, will become a way of life to keep ourselves, loved ones and society safe from further spread of the virus. The behaviours adopted during Covid-19 will have a profound affect on our consumers' confidence to return to our facilities and be in close proximity to one another, and our associates .

Kline predicts that the Spa, Wellness and Beauty industry are likely to be hit with an -8% decline over the coming 12 months.

Everyone working in this industry is and will continued to be affected.

Whilst the world needs to the **power of touch** more than ever, we will be operating in much changed landscape. We need to adapt.

A PATH FORWARD

Our power is in **collaboration**; we are stronger together with a unified, single voice and industry alignment on a new global minimum operating standard that defines the new norms post Covid-19.

Our mission is to reassure associates and consumers that it is once again safe to enjoy and partake in services and activities in our facilities. We look to instil confidence with standards and consumer messaging that demonstrate the measures taken to ensure the safety of the industry.

GLOBAL
COLLECTIVE
COLLABORATIVE

THE FIRST STEPS FORWARD

FIRST STEPS

STANDARDS

REVISED HYGIENE AND OPERATIONAL STANDARDS

Spa, retail, fitness and salon standards that respond to the new needs of the industry post Covid-19.

Collaborating with industry experts to elevate standards post Covid-19 pandemic to provide infection prevention in all areas.

1

MESSAGING

CONSUMER MESSAGING TOOLS

Develop resources and tools for our industry to use to reassure associates & guests of post Covid-19 hygiene practices

Once finalized and approved, messaging should provide consumers an increased level of confidence for visiting spas, fitness and retail spaces.

2

SHARING

DEVELOP A MULTI-CHANNEL RESOURCE SHARING COMMUNICATIONS CAMPAIGN

Using these new standards as the gold standard for operations and hygiene. partner with industry bodies to support, disseminate and promote these new standards and toolkit encouraging businesses to "Take the Pledge"

3

THOUGHT STARTERS

STANDARDS

Creation of 10-15 critical minimum standards. These standards would become the Gold Standard and operating as the baseline.

These needs to be developed so that they are:

- Global and scalable
- Most efficient
- Cost effective

MESSAGING

Development of communication tools for employees and consumers.

Simple iconographic guides that transcend language and are universally understandable and show the 10-15 key standards.

Creation of a certification-like system where businesses can confirm that that conform to these standards.

SHARING

Development of a public communication plan to share this information with the world.

Creation of a plan that details how the standards could be communicated through multiple channels and how the companies who have aligned with these standards could be shown.

Global Reassurance



GLOBAL COLLECTIVE

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DRAFT –SUGGESTIONS?

- GLOBAL SPA PROVIDERS
- LEADING VENDORS
- DAY SPAS
- FITNESS
- SALON
- SCHOOLS & INSTITUTES
- INDUSTRY ASSOCIATIONS
- MEDIA AND PR
- WHO ELSE?

WE ARE BETTER TOGETHER

OUR POWER IS IN OUR
COLLABORATION, UNITING WITH A
SINGLE VOICE AND GLOBAL
ALIGNMENT

TO KEEP THE MOMENTUM GOING OR
INCLUDE US IN YOUR NEXT DISCUSSION
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