



Supporting the hair, beauty
and barbering industries

Rt. Hon Alok Sharma MP
Secretary of State for Business, Energy and Industrial Strategy
1 Victoria Street
London
SW1H 0ET

24 June 2020

Dear Alok

I am writing to express our disappointment at the government's decision not to reopen beauty businesses in line with hairdressers and barbershops.

As you will know, the National Hair & Beauty Federation has been in close dialogue with your department providing detailed and ongoing expertise and advice on how both the hair and beauty sectors could reopen safely. This has included detailed discussions on how treatments and services could be adapted to avoid prolonged periods in the 'high risk zone' (the area directly in front of a client's eyes, nose and mouth). We also outlined the many treatments which do not involve working in the 'high risk zone', for example pedicures, manicures and waxing. It would be far preferable for beauty businesses to reopen, even if that means providing a more limited range of treatments.

We have always emphasised that hair and beauty should reopen at the same time with adequate conditions in place regarding treatments and services that can and cannot be adapted.

In line with this, the NHBF has always supported the wording of the now published 'close contact services' guidance that states "businesses should not offer any treatments where a member of staff cannot avoid continued exposure to the high risk zone, and the treatment cannot be adapted to avoid continued exposure, until such time as the government further relaxes restrictions". It is not clear why, if beauty businesses adhere to this requirement within the guidance, they cannot reopen alongside hairdressers and barbershops, offering a reduced selection of services.

I am sure you are well aware of the significant pressure businesses that are not yet allowed to reopen are under with much welcomed grants sadly having all but been spent keeping businesses afloat during the crisis. And whilst other businesses can now begin to generate income by reopening, businesses such as those we represent within the beauty sector cannot, despite the fact that a large proportion of the services they provide already do, or can be adapted to, avoid the high risk zone.

I therefore implore you to use your judgement to allow beauty businesses to reopen from 4 July offering a more limited range of treatments and services in full compliance with the 'close contact services' guidance.

A failure to do this or commit to further support from the Government during this time of continued closure will truly be the difference between many businesses within the beauty sector surviving or being forced to close. I therefore hope you will strongly consider this proposal.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Victoria Brownlie', with a stylized flourish at the end.

Victoria Brownlie
Director of Policy and Public Affairs
National Hair & Beauty Federation