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Six Things Beauty Industry Execs Should Know During COVID

By FRANCES MAZUR

As the beauty industry continues to grow and, in many cases, thrive during COVID, these six tips and lessons will drive access to not only retaining your top talent, but also attracting new prospective talent as well.

1) Extended work from home policies make employees feel safe.

As any business owner knows, it is vital that all employees feel safe in their work environment in order to be successful and productive, but especially during COVID. We’ve seen many of our clients adopt an extended remote work policy, even if not required by the state, with very positive results. “We’ve since extended (our remote work policy) twice, first through the end of this year and now through May 2021,” shared Melanie Bender, President of VERSED. “Our goal is to ensure safety for all, and also provide a longer-term view so people can best plan their lives.” In addition to working from their actual house or apartment, some VERSED (and many other) employees have decided to work remotely from places that they don’t call home. “We’ve had team members temporarily relocate all over the country to be closer to family or spend more time in places they love. I’m one of them, and at the moment I am working from the San Juan Islands,” Bender explains.

Other beauty companies, like NuFACE, have also extended their work from home and no work travel policies (through March 31, 2021) and, additionally, have guidelines for essential employees including temperature checks, COVID testing and mandatory mask and glove-wearing while social distancing throughout the day.

2) Employees are a lot more adaptable than ever before.

We think one of the biggest lessons our clients and other beauty industry execs have learned is that employees are extremely adaptable in current times. According to Bender, “I would have thought working from home without childcare for eight months (and now more?) would be the end of me! But I’ve adapted to it and even discovered some new habits I’ll keep for the long haul, like going makeup-free (most days) and being more intentional about celebrating milestones with our team.”

3) Make use of collaborative co-working tools.

Co-founder and Chief Creative Officer of NuFACE, Tera Peterson, told us how crucial tools like Zoom and Asana have been for their team during this time of remote working. “Company-wide, our employees were challenged to collaborate virtually rather quickly,” explained Peterson. “We utilized tools such as Asana, Zoom, Teams and provided any office supplies including blue light glasses of their choice!” And, with these changes, Peterson observed a significant increase in efficiency and productivity from her employees. “As demand increased for NuFACE so did the work that came with it, but we collectively have been able to get more done than we ever have before by spending less time commuting and more time with our families at home once signing off.”

4) Use this remote working experience to connect deeper with your employees and team.

Many beauty companies have regular virtual happy hours or time scheduled just to do a quick “check in” to see how their team is doing not only physically, but emotionally and mentally as well. One common theme during virtual meetings is the occasional cameo appearance of pets and family members, embrace it! It’s a great way to see what home life is like for everyone you work with and bond on a deeper level. “It is very common for kids, pets and partners to make appearances at meetings,” said Peterson. “And we (now) have opportunities to get to know each other in a whole new way!”

5) Find creative ways to complete pre-COVID tasks.

For non-essential workers, there are, of course, always going to be a few projects that were typically done in-office. We always suggest finding a way to complete these tasks, safely of course, but while still working collaboratively as a team. “We do miss seeing our NuFAMILY daily! It is hard to replace human interaction in a collaborative setting,” shared Peterson. “If our teams are working on projects that require sharing samples, sending mailers, or testing product, we will ship to one another to make it happen!” Utilizing the mail system is crucial to still work collaboratively in getting these projects done in a safe way.

6) Reward and recognize your employees for their adaptability and hard work.

As Bender mentioned earlier, she is now more intentional about celebrating milestones with her team; this is another trend we’ve been seeing within the beauty industry while adapting to remote work. Employers and team leaders are now acutely more aware that a happy work life = better employees. We recommend taking some time to make sure you celebrate those milestones that may have been overlooked in the previous hustle and bustle of pre-COVID life. Now is the time to really show your team how much you value them and their loyalty! Peterson also added, “some team members have had to store product in their homes to support our PR initiatives and lean on one another to accomplish our goals by dividing and conquering. Through all the obstacles, one thing couldn’t be truer — our employees are dedicated, and we really have come together to rise above!”

For more information on how to stay ahead of the game by hiring exceptional talent, please reach out to Mazur Group by visiting its website at mazurgroupla.com.

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Three Things You Need to Know Now About Salon and Spa Safety

With consumers expressing caution and concern when heading back into reopened salons and spas, the Professional Beauty Association (PBA), the professional beauty industry's largest and most inclusive trade organization, is helping to identify the Three Things You Need To Know About Salon and Spa Safety to help ensure consumer education and confidence — especially as we head into the winter months.

The PBA has actively led the beauty industry through each phase of the COVID-19 pandemic; including supporting licensed professionals through its $1.5M Relief Fund, working tirelessly with various state governments on reopening guidelines and timings, providing salon reopening guidelines and training, and actively campaigning for relief legislation. The organization has an unparalleled understanding of how Covid-19 has affected salons and spas — and their guests.

Using those insights, resources, and its global partnerships, the PBA has developed guidance to help consumers feel confident going back to the salon and spa environment, while minimizing risk, and includes the following three things you need to know:

**BEAUTY IS REGULATED.**

The professional beauty industry is one of the ONLY service industries that require cleanliness training in order to obtain a license. The beauty industry requires stringent training and an occupational license. Steve Sleeper, the PBA’s executive director shared, “As part of their licensing program, cosmetologists and aestheticians are trained extensively in healthy and public safety, and must follow their state’s strict infection control guidelines.” The professional beauty industry is a regulated industry, helping to ensure that safety is a key priority.

**EXTRA MEASURES MATTER.**

Look for salons and spas who are taking Covid-19 safety seriously. The PBA released “Getting Back to Work Guidelines” that highlight protocols for Safe Salons and Spas, including such measures as temperature checks, sanitizer stations, and plexiglass dividers or social distanced chairs, as well as whether your state requires it or not, ensuring both staff and guests are wearing masks at all times. Note — it’s a two-way street; if guests also approach salon and spa services with safety in mind, the risks are even further reduced.

“The PBA wants salons, spas, service providers, and consumers to start to rebuild an industry devastated by the pandemic in the absolute safest way possible,” shared Steve Sleeper. “It’s going to take time, but with transparency, safety, and respect, the beauty industry will rebound, and consumers can feel safe, confident, and pampered again.”

**LOOK FOR GBAC STAR FACILITY ACCREDITED SALONS.**

If you’re looking for a salon and/or spa that’s gone above and beyond, seek out a GBAC STAR accredited facility. In an effort to create a standardized cleaning, disinfection, and infectious disease prevention protocol for the entire professional beauty industry, the PBA has launched a partnership with the Global Biorisk Advisory Council (GBAC), a Division of ISSA, and its GBAC STAR™ Facility Accreditation Program. This partnership marks the first time the professional beauty industry is aligning on such a standardized protocol with a nationally recognized entity that will help clients feel safer than ever to enter a salon/spa.

GBAC STAR is the cleaning industry’s only outbreak prevention, response and recovery accreditation for facilities. GBAC STAR-accredited facilities, such as American Airlines, Hyatt Hotels, and the Javits Center, are able to demonstrate that correct work practices, procedures and systems are in place to prepare, respond, and recover from outbreaks and pandemics, providing salons and spas a standardized, high level measure of safety and cleaning best practices. Through this partnership, PBA is offering its members a discount on this annual accreditation to help create this industry-wide standardization and confidence for salons, spas, and their clientele.

“The Professional Beauty Association is excited to partner with GBAC on instituting a recognizable cleaning and disinfection accreditation seal to ensure the health and safety of salons and spas, their staff, and clientele,” said Sleeper.

For more information on the PBA, visit probeauty.org.

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