

There is nothing more important to us than the health and well being of our guests, our team members and **all** of your loved ones.

As you have likely heard, several cases of the coronavirus (COVID-19) have been confirmed in Washington state which has heightened our awareness around basic precautions everyone should take to stay healthy and safe this season.

Preventing transmission of the coronavirus is no different than preventing transmission of the flu, which Gene Juarez is well equipped to deal with given it has always been vigilant about sanitization.

Given we are confident that our Salons & Spas remain a safe place for all, we plan to remain open for business as usual and will be increasing our emphasis on existing procedures in addition to taking additional precautions to help everyone in our Salons & Spas stay healthy & safe.

If you or someone you live with have a fever or are experiencing excessive coughing or sneezing within 48 hours of your appointment, please consider re-scheduling your appointment to a later date when everyone is feeling better.

Given Gene Juarez's Salons & Spas are experienced in preventing the transmission of germs by adhering to the highest standards of sanitization, we plan to continue operating according to our regular business hours and encouraging all healthy guests to come in for a service.

For your reference, our Salons & Spas will be taking the following precautions to keep everyone healthy.

EFFECTIVE IMMEDIATELY:

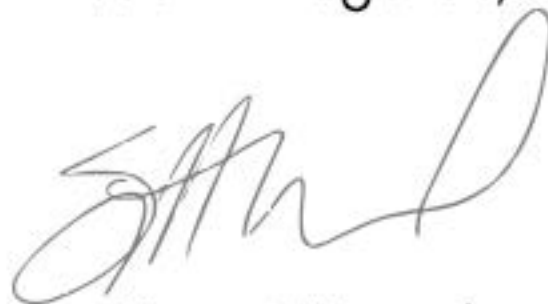
- 1)** We will be increasing the frequency with which we sanitize every surface in our common areas.
- 2)** All service station surfaces will be sanitized more frequently.
- 3)** Hand soap or sanitizer will be available throughout the Salons & Spas. All teammates will be required, as always, to sanitize their hands before every service, and we will be asking our guests to do the same.
- 4)** As always, all tools and linens that come in contact with our guests will be disinfected after every use.
- 5)** We will ask anyone who enters our Salons & Spas that appears unwell (fever, coughing, or sneezing) to please come back when they are feeling better.

We will also be monitoring the situation closely, including the recommendations of the CDC, and update our protocol and communications as necessary.

Please know that at Gene Juarez, we take pride not just in capturing the beauty within everyone, but also in caring about our guests well being, inside and out.

If you have any questions or concerns, please feel free to reach out to us at mywellbeing@genejuarez.com and we'll get back to you within 48 hrs.

Warm Regards,



Scott Missad

CEO, Gene Juarez Salons & Spas