

Rt Hon Boris Johnson MP,
Prime Minister,
10 Downing Street,
London,
SW1A 2AA.

12th July 2020

Dear Prime Minister,

Re: Beauty & Aesthetics Industry – Covid-Secure Guidelines

I write to express my concern and disappointment in respect of the unwarranted restrictions added to the Covid-Secure Guidelines for “Close Contact Services” as part of the reopening plan for the Beauty and Aesthetics Industry from 13th July '20.

Insync is a leading specialist SME insurance broker, with over 30,000 business clients throughout the UK and has been providing bespoke insurance solutions to the beauty, aesthetic and medical sectors for over five years.

Whilst the announcement that beauty and aesthetic businesses could legally reopen was very welcome, the inclusion of a restriction that treatments cannot be provided “on the face” means that most of our clients can only offer 10% of their services at most, deeming it almost impossible to operate effectively.

Having worked in risk and insurance for over 30 years, I completely understand the need for appropriate health and safety protection, but I cannot see how these additional restrictions enhance safety in any way where appropriate PPE is already being utilised. Insync also provides cover for many dentists, all of whom have been providing treatment in the “highest risk zone” using appropriate risk controls and PPE safely and securely to their patients. Surely the same principles apply in beauty & aesthetics where Practitioners are also working in a clinical setting?

Can I also share my frustration that “lack of insurance protection” is often cited as a barrier to businesses reopening in this sector? Underwriters of our medical malpractice schemes for beauty & aesthetic practitioners support my view that the risk of Covid-19 transmission in a 1-on-1 clinical setting with appropriate risk management and PPE is minimal, certainly much lower than settings such as retail or hospitality where no PPE is utilised.

Our insurers are willing and able to provide protection for all treatments including those “on the face”, the only barrier to these businesses successfully reopening and recalling staff from furlough is the Covid-Secure guidelines.

Can I urge you to ask the appropriate team to examine the actual risk protections utilised in the beauty and aesthetic sector day-to-day as these were extremely high even pre-Covid-19, the only changes most clients need to implement from the Covid-Secure guidelines is sanitising their door handles after each client rather than twice a day!

It is also worthy of note that the beauty and aesthetic industry has always been required to maintain consent forms from all clients as part of standard business practice (also an insurance condition). Unlike other industries, systems and controls storing contact information are already in place with details for every single client stored securely, aligning perfectly to “Track and Trace” objectives.

I fully support your latest objective in terms of “Getting the UK back to work”, with this in mind, please help this vital business sector and let them return to serving their clients safely and securely for all treatments as soon as possible.

Best regards,

Jon Norman
Managing Director