



**SHORE**  
BEAUTY SCHOOL

**REDKEN  
PREMIER  
SCHOOL**

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July 13, 2020

New Jersey Office of the Attorney General  
Division of Consumer Affairs  
New Jersey State Board of Cosmetology and Hairstyling  
124 Halsey Street, 6<sup>th</sup> floor  
Newark, NJ 07102

Attention: Mr. Jay A. Malanga, Executive Director, NJ State Board of Cos. and Hair.  
Ms. Raquel Y. Bristol, Deputy Attorney General

RE: Reopening Plan in Response to Governor's Executive Order No. 155

Atlantic Beauty & Spa Academy, LLC d/b/a Shore Beauty School ("Shore") is hereby responding to Governor Murphy's Executive Order No. 155 regarding the safe reopening of its premises at 3003 English Creek Avenue, Egg Harbor Township, NJ 08234. Since March 17, 2020, in response to the COVID-19 pandemic, Shore has delivered its various cosmetology programs through online distance learning. Shore acknowledges and supports Governor Murphy's intent under Executive Order No. 155 to allow businesses to reopen in a manner that best facilitates social distancing for students, staff and visitors. Like the Governor, Shore is committed to using its best and commercially reasonable efforts to protect the health, safety and welfare of people in its community and help reduce the spread of COVID-19. We understand that COVID-19 will continue to pose a substantial health risk to people throughout the world, notably NJ, until a vaccine or more effective treatments are developed. Shore is requesting approval from the NJ State Board of Cosmetology and Hairstyling (the "Board") to return to school premises to deliver cosmetology education through a hybrid educational model. Shore defines hybrid educational delivery as a combination of both classroom-based (in-person) and distance online learning, designed to limit school premises occupancy and best facilitate social distancing. The following is Shore's Reopening Plan according to the Guidelines of Order No. 155.

1. **Personal Care Services to Public:** Personal care services by students to members of the public will remain "prohibited" until such time as the Board approves and establishes standards for those services.
2. **Safety Training of Staff and Students Regarding COVID-19:** Prior to reopening the premises, all staff will be trained in proper sanitation and social distancing practices and protocols to be implemented on premises. Staff will also be trained in school institutional policies and procedures to limit the spread of COVID. The school will prepare prior to reopening for a safe reopening equipped with necessary Personal Protection Equipment ("PPP"). Similarly, before starting in-person instruction, all students will be trained in proper sanitation and social distancing practices and protocols. Teachers will not be allowed to teach in-person and students will not be allowed to attend in-person

classes without prior COVID training. Everyone will be trained to self-monitor for and identify COVID-19 systems as described in paragraph 7.

3. **Personal Protective Equipment (“PPE”):** Students, staff and visitors will be required to wear cloth masks while on premises, except when doing so would inhibit the individual’s health. In addition to face masks, students doing one-on-one manicuring or skin care procedures will be additionally required to wear a clear face shield. The front, admissions and financial aid desks will be protected by clear standing shields to separate staff from students and other visitors.
4. **Facility Cleaning and Sanitation:** All occupied rooms, including restrooms, will be thoroughly cleaned by a professional cleaning service at the end of each day, after all classes are completed. Shore’s contracted cleaning service is accustomed to proper sanitation during the COVID pandemic. As an ongoing practice, staff and students will be responsible for sanitizing their work areas which includes sanitizing work top surfaces, equipment and other high-touch areas (e.g., doorknobs, computers and light switches).
5. **Personal Sanitation:** Each building entry point and room throughout the school will have a hand sanitizer (with a minimum 60% alcohol content) available for the frequent and ongoing use of students, staff and visitors. All visitors will be required to sanitize their hands when entering the facility. Students and staff will be encouraged to wash with soap and water or sanitize their hands each hour or after contact with others. Disposable capes and smocks will be used when services are performed on one another.
6. **Maintenance of Adequate Supplies:** While all staff, students and visitors will be required to bring and wear their own cloth masks, the school will maintain an additional supply of masks and face shields for when additionally needed. The school will also maintain adequate supplies of hand sanitizer, cleaning and sanitation supplies. Sanitation cleaners will be designed to kill germs such as COVID-19 (with high alcohol contents or equivalent sanitizing agents).
7. **Health Screening:** The temperatures of all faculty, staff, students and visitors will be checked upon entering the school using an infrared thermometer. Staff will check in before students. Students will enter the building one at a time for temperature checks. Individuals with temperatures of 100.4 degrees Fahrenheit or higher (based upon CDC guidelines) will not be allowed in the premises. Individuals displaying other symptoms of COVID, such as fever or chills, cough, headache, unusual fatigue, shortness of breath, loss of taste or smell, sore throat, nausea, vomiting or diarrhea; or, in extreme cases, difficulty breathing, chest pain or pressure, new confusion, inability to stay awake, or bluish lips or face will also be sent home with the recommendation of seeing a doctor. Individuals may not return to the school should any of these symptoms persist. Staff and students will be trained and advised to self-monitor for COVID symptoms. Those displaying COVID symptoms will be sent home and not allowed on premises.
8. **Continued Remote Instruction for Those Unable to Participate In-person:** It may be unadvisable for certain faculty and/or students, owing to high comorbidity risk factors, to be in the school during the COVID pandemic. Subject to State

Board, NACCAS and U.S. Department of Education approvals, such individuals may pursue 100% online instruction.

9. **Social Distancing:** Classes will be arranged in a manner to best facilitate social distancing, such that students will maintain a minimum of 6 feet between one another, unless separated by a physical barrier. Staff and students will be trained to maintain social distancing throughout the premises, including bathrooms.
10. **Hybrid Learning:** Hybrid learning (delivering education through a combination of distance/online and in-person classroom-based learning) will be implemented to substantially limit class sizes and overall occupancy in the building. Substantially lower school occupancy will best facilitate social distancing without the need to stagger class periods and scheduling. Upon opening, we will administer hybrid learning through a 50% online and 50% classroom-based delivery model. Within the guidelines of State Board and NACCAS policies and approvals, Shore may increase the online learning component of educational delivery to protect students and staff from increased COVID risk factors.
11. **Staggered Class Periods, Scheduling, Starts and Breaks:** However, staggered class periods, scheduling, starts and breaks may be added if high enrollments require additional social distancing measures beyond the protections of the hybrid educational model.
12. **Local Health Department:** School is committed to working with the local and State health departments as needed and to follow their protocols with regard to COVID-19 testing guidance and contact tracing. The local health department will be contacted immediately in the event of a COVID outbreak.
13. **Logging of All Students, Staff and Visitors:** Each day, a log will be maintained of all students, staff and visitors for the purpose of facilitating contact tracing in the event of a COVID outbreak. The local health department will be provided the contact log in the event of an outbreak.
14. **COVID-19 Testing Guidance:** Students and staff will be provided contact information for COVID-19 testing centers as a precautionary measure. Subject to our knowledge, those who believe they have COVID or are at a high risk of having it will be encouraged to seek medical care and testing.
15. **Student and Staff Breaks:** Weather permitting, students and staff will be requested to take breaks outdoors to mitigate possible contagion. Strict social distancing guidelines will be enforced in student and staff break room. Weather permitting, students and staff will be encouraged to eat outside premises (preferably outdoors) where social distancing and mask use should continue.
16. **Transportation of Sick Occupants:** Individuals displaying COVID symptoms and not in a condition to drive will be isolated from the rest of school occupants in a single room. An ambulance service will be contacted to take the student to a healthcare provider.
17. **Student Services:** Student services (e.g., financial aid, job placement, recruiting, bursar office) will continue also under a hybrid model. In person meetings will require social distancing. Whenever possible, such services will be administered remotely using video conferencing tools.

18. **Dissemination of COVID Policies and Procedures:** The above policies and procedures will be provided to all staff and students prior to participating in on-premises educational activities. They will also be posted on the school Website, [www.shorebeautyschool.edu](http://www.shorebeautyschool.edu), under consumer information.
19. **Water Fountain:** Use of water fountain to be discontinued and replaced with personal (clear) water bottles.
20. **Signage:** Signage will be placed on premises encouraging social distancing, mandatory cloth mask wearing and frequent handwashing with soap or hand sanitizer solution.

Shore will resume in-person education under the proposed hybrid educational model on July 20, 2020. Thank you for your continued support and guidance. I look forward to your response and approvals. Please do not hesitate to contact us at 609-645-3635 should you have any questions. We wish you and your colleagues wellness and good health.

Your truly,

*Shore Beauty School Staff*