

# Nail Salon

Business Opportunity Profile

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## Introduction

Nail salons provide a range of nail treatments and enhancements including manicures and pedicures, nail extensions and artificial nail maintenance and removal. Some salons also provide one or more additional beauty treatments, such as massage or tanning.

Nail and beauty treatments, including non-surgical procedures other than Botox, are not subject to statutory regulation. However, many local authorities impose licensing requirements on salon proprietors intending to offer massage or other special treatments at the salon. Individual nail technicians who work at the salon must meet minimum qualification requirements needed for registration with the Register of Beauty Professionals, which was launched by the Hair and Beauty Industry Authority (Habia) in October 2013 in an attempt to address consumers' concerns about technicians' competence and the safety of treatments.

Salons typically employ several nail technicians, or rent space to freelance technicians, and are often located in high street premises, shopping centres and sometimes in airport departure lounges.

This profile provides information about starting up and running an independent nail salon. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also explains the main legislation that must be complied with and provides sources of further information.

## What qualifications and skills are required?

In order to be registered on the Habia Register of Beauty Professionals, individual nail technicians must hold a Level 2 or higher qualification (Level 5 in Scotland) in Beauty Therapy or Nail Services, and may need to demonstrate appropriate experience in the sector. Go to [www.registerofbeautyprofessionals.co.uk/membership/criteria](http://www.registerofbeautyprofessionals.co.uk/membership/criteria) for further information about qualification criteria.

Some local authorities also require all technicians who provide certain special treatments, such as hand and arm massage, to hold a massage and special treatment (MST) licence. However, according to the Association of Nail Technicians (ANT), in August 2015 only local authorities in London required nail technicians and salons to hold an MST licence, although it is also important to check individual local authorities' requirements in other areas to ensure compliance. Go to <https://aont.uk/specialtreatmentlicence.html> for more information.

Applicants for MST licences must usually provide evidence of relevant qualifications or experience to demonstrate their competence in providing these services. Go to [www.broxtowe.gov.uk/index.aspx?articleid=1651](http://www.broxtowe.gov.uk/index.aspx?articleid=1651) for an example of a local authority's MST licensing and qualification requirements.

In practice, an in-depth knowledge and understanding of the beauty sector is essential for nail salon proprietors, as are excellent interpersonal skills. These are usually acquired through previous experience working in the hair and beauty sector, often as an employee in a salon or as a self employed nail technician.

The following courses are suitable for anyone who lacks salon management experience, but is considering starting up a nail salon:

- Awards and Diplomas in salon management and advanced techniques, which are accredited by City & Guilds. Examples include the Level 4 Diploma in Salon Management Practice and Advanced Techniques, which involves between 440 and 650 guided learning hours (GLHs). Go to [www.stc.ac.uk/content/part-time/hairstyling-beauty-therapy](http://www.stc.ac.uk/content/part-time/hairstyling-beauty-therapy) for an example of a training provider and costs.
- Awards, Certificates and Diplomas accredited by the Vocational Training Charitable Trust (VTCT), such as the VTCT Level 3 Certificate, Level 4 Certificate and Level 4 Diploma in Salon Management. These involve between 150 and 380 GLHs and include optional units covering topics such as IT and data handling, and salon design. A registration fee of around £60 or £90 is payable depending on the qualification, and additional fees may be charged for course material depending on the course provider. Go to [www.vtct.org.uk/Home/QualificationCentreFinder.aspx](http://www.vtct.org.uk/Home/QualificationCentreFinder.aspx) for a full list of VTCT qualifications.
- The Level 4 Diploma in Spa and Salon Management, which is accredited by ITEC, and covers topics including managing and monitoring a salon or spa, salon design, health, safety and security, client care and marketing. Examples of ITEC-approved training providers include Champneys College ([www.champneyscollege.com](http://www.champneyscollege.com)), and Affable Therapy ([www.affabletherapy.com](http://www.affabletherapy.com)), which delivers the course on a distance-learning basis costing £2,400 and provides guided support to help with home study and a spa visit. Go to [www.itecworld.co.uk/uk\\_qualifications/Diplomas.aspx?k=263](http://www.itecworld.co.uk/uk_qualifications/Diplomas.aspx?k=263) for further information about the Diploma.
- Distance-learning courses run by Stonebridge Associated Colleges such as 'Beauty Salon Management', which covers topics such as the human body, massage, manicures and pedicures, as well as opening and managing a salon, marketing, administration and bookkeeping. The course costs between £195 and £230 depending on the mode of study chosen. Go to [www.stonebridge.uk.com/course/beauty-salon-management](http://www.stonebridge.uk.com/course/beauty-salon-management) for details. On completing the course, delegates are eligible to join the Affiliation of Ethical & Professional Therapists (AEPT, [www.aept.co.uk](http://www.aept.co.uk)).
- Salon Mega-Manager: Salon Management Course, an intensive course run by Full Column Ltd, which includes an online assessment of the delegate's business and one day's training at their salon or other suitable location. The course costs £1,080 (excluding VAT) and covers staff management, including formal training policies and contracts of employment for apprentices and receptionists. Go to [www.fullcolumn.co.uk/salon-mega-manager.html](http://www.fullcolumn.co.uk/salon-mega-manager.html) for details.

Suitable courses for nail salon proprietors and staff who wish to develop their technical skills include:

- The Level 2 Certificate in Nail Technology (QCF) which is accredited by awarding body VTCT and covers manicure, pedicure, nail extensions, client care and health and safety. Course fees vary between training providers and start from around £950 ([www.vtct.org.uk/Employers.aspx](http://www.vtct.org.uk/Employers.aspx)).

- The one-day Nail Design course run by Capital Hair and Beauty, which covers hand painting, transfers, nail piercing, glitter dust application and striping tape use. The course costs £85 and is held at training centres across the UK ([www.capitalhairandbeauty.co.uk/training/nail-courses/nail-design-training-course.html](http://www.capitalhairandbeauty.co.uk/training/nail-courses/nail-design-training-course.html)).
- A half-day Coloured Gel Polishes course run by the Deep Beauty Spa which covers application techniques and polish removal. The course costs £90 and is held regularly in Lancashire ([www.deepbeautyspa.co.uk/academy/nails/coloured-gel-polishes.html](http://www.deepbeautyspa.co.uk/academy/nails/coloured-gel-polishes.html)).
- A regular one-day Level 2 Pedicure Training course run by Wellbeing College, which covers massage sequences, preparation and the pedicure procedure. The course costs £288 and is held in London ([www.wellbeingcollege.co.uk/l2-pedicure-courses](http://www.wellbeingcollege.co.uk/l2-pedicure-courses)).
- A one-day Hand, Arm, Leg and Foot Massage Diploma course run by Holistic Training Courses which is held regularly at training centres in Hatfield, Hertfordshire and in Sheffield. The course covers health and safety, hygiene, massage techniques and client care, and costs £130 ([www.holistictrainingcourses.co.uk/View+All+Therapy+Courses/0\\_CAAA025\\_CAAA043.htm](http://www.holistictrainingcourses.co.uk/View+All+Therapy+Courses/0_CAAA025_CAAA043.htm)).
- Training courses provided by nail varnish brands such as OPI and CND, covering topics such as professional manicure and pedicure, gel colour and acrylic nail varnishes. Further information about forthcoming course dates and fees is available on request from OPI and CND at <https://trade.opiuk.com/training/> and [www.cnd.com/education/classes-pro-login#](http://www.cnd.com/education/classes-pro-login#).

## General business and enterprise skills

Anyone starting up a nail salon will benefit from training in general business skills. Suitable courses include:

- Free webinars provided by HM Revenue & Customs (HMRC) covering topics such as business expenses, self-assessment online, VAT, self-employment and becoming an employer. Go to [www.gov.uk/government/collections/hmrc-webinars-email-alerts-and-videos](http://www.gov.uk/government/collections/hmrc-webinars-email-alerts-and-videos) for further information.
- Social Media Marketing, which is an online course provided by The Digital Marketing Institute. The course costs £349 and covers the latest trends in social media marketing and using Facebook, Twitter and LinkedIn for business. Go to <http://digitalmarketinginstitute.com/uk/courses/introduction-social-media-marketing> for further information.
- Introduction to Buying, which is a one-day course run by PTP, covers topics such as negotiation with suppliers and understanding value and costs. The course is delivered regularly at training centres around the country and costs £450 (excluding VAT). Go to [www.ptp.co.uk/training-courses/introduction-to-buying](http://www.ptp.co.uk/training-courses/introduction-to-buying) for further information about the course.
- Contracts of Employment, Recruitment and Selection, a distance-learning course run by Stonebridge Associated Colleges, which may benefit salon proprietors new to recruiting staff. The course costs from £60. Go to [www.stonebridge.uk.com/course/contracts-of-employment-recruitment-and-selection-by-size](http://www.stonebridge.uk.com/course/contracts-of-employment-recruitment-and-selection-by-size) for information.

## Apprenticeships

Nail salon proprietors often take on trainees as apprentices. The salon proprietor is required to provide appropriate training and mentoring, but funding is available towards the cost of training, depending on the apprentice's age and where in the UK the salon is based.

Go to [www.gov.uk/take-on-an-apprentice](http://www.gov.uk/take-on-an-apprentice) for further information about apprenticeships in England.

For information about funding for apprenticeships in Wales, go to [www.careerswales.com/employers/server.php?show=nav.9829](http://www.careerswales.com/employers/server.php?show=nav.9829).

Go to [www.ourskillsforce.co.uk/modern-apprenticeships/funding-a-modern-apprenticeship](http://www.ourskillsforce.co.uk/modern-apprenticeships/funding-a-modern-apprenticeship) for further information about Modern Apprenticeships in Scotland.

Information about apprenticeships in Northern Ireland can be found at [www.nibusinessinfo.co.uk/content/apprenticeships-employers-apprenticeships](http://www.nibusinessinfo.co.uk/content/apprenticeships-employers-apprenticeships).

Go to [www.habia.org/apprenticeships](http://www.habia.org/apprenticeships) for further information about apprenticeships in the hair and beauty sector.

## Continuing professional development (CPD) and industry awareness

Salon proprietors who are registered as beauty practitioners on the Habia Register of Beauty Professionals (and any individual nail technicians, beauticians, or beauty therapists employed or engaged by the salon) are required to demonstrate a commitment to CPD in order to maintain their registration. More specific CPD requirements are expected to be published by Habia later in 2015.

CPD options include:

- One-day courses run by the Nails and Beauty Academy ([www.nailsandbeautyacademy.co.uk](http://www.nailsandbeautyacademy.co.uk)) at their training centres in London, covering techniques such as acrylic nails, gel nails and henna body art. Courses cost between £50 and £400 each and are held regularly throughout the year.
- Regular short courses delivered at the London College of Beauty Therapy (LCBT, [www.lcbt.co.uk](http://www.lcbt.co.uk)), which cover topics such as artificial nail structures. Courses are typically run for around three to six weeks over two days a week. Fees vary according to the participant's age and whether or not they are unemployed.

Salon proprietors and technicians can also keep up to date with developments in their sector and improve their awareness of trends by attending events and reading trade journals and industry resources, which can also contribute towards a nail technician's CPD requirements.

Suitable events, journals and resources include:

- 'Vitality' ([www.babtac.com/vitality-magazine](http://www.babtac.com/vitality-magazine)), which is a trade journal available exclusively to members of the British Association of Beauty Therapy & Cosmetology (BABTAC). It is published every other month and features industry news and trends.
- 'Scratch' ([www.scratchmagazine.co.uk](http://www.scratchmagazine.co.uk)), which is an online trade publication, providing industry news, nail art trends and technical guides.

- 'Nails Magazine' ([www.nailsmag.com](http://www.nailsmag.com)) and 'Nail Pro' ([www.nailpro.com](http://www.nailpro.com)), which are US-based trade journals that provide information about nail art trends and which may also be useful for UK-based nail salon proprietors.
- 'Guild Gazette' ([www.beautyguild.com/Guild-Gazette](http://www.beautyguild.com/Guild-Gazette)), which is a trade journal published every other month by the Guild of Beauty Therapists. It features industry news and trends, treatment and product reviews, and details of forthcoming training opportunities.
- 'Professional Beauty' ([www.professionalbeauty.co.uk](http://www.professionalbeauty.co.uk)), which is a monthly online and print-based trade journal for salon owners and beauty training providers in the UK. It provides industry news and analysis, product and treatment reviews, and in-depth articles about treatments.
- Regular e-zines, e-mails and blog posts published by the Hair and Beauty Industry Authority (Habia), which also publishes details of the latest sector news and developments at [www.habia.org/news-events/news](http://www.habia.org/news-events/news).
- BeautyUK ([www.beautyserve.com/events/beautyuk](http://www.beautyserve.com/events/beautyuk)), which is a two-day trade event for salon owners, nail technicians and beauty therapists held each May at the NEC, Birmingham. The event features exhibits and demonstrations from product manufacturers and provides opportunities to network with potential suppliers.
- Olympia Beauty show ([www.olympiabeauty.co.uk](http://www.olympiabeauty.co.uk)), which is a trade-only exhibition held over two days at Olympia, London in October. It features a supplier exhibition and provides networking opportunities.
- Holistic Health ([www.holistichealthshow.co.uk](http://www.holistichealthshow.co.uk)), which is a two-day, 'five shows under one roof' event for the beauty, complementary therapy and hair sectors that features exhibits from around 500 brands of holistic health, beauty and nail products. It is held each May at the NEC, Birmingham.
- SalonGeek ([www.salongeek.com](http://www.salongeek.com)), an online community for hair and beauty professionals that provides opportunities to share best practice and discuss industry developments.

## What are the key market issues and trends?

Some of the key current market issues affecting nail salons are as follows:

- Salon Service's fourth Beautiful Britain survey, published in 2015, revealed that two-thirds of hair and beauty professionals including nail salon proprietors experienced an increase in sales volume and customer numbers, or both, in 2014. However, more than a third (36%) of respondents who operated on a mobile basis described the previous 12 months as 'not a good year' for their business. Two-thirds of salon owners also felt they had needed to work harder to attract new clients than in previous years, and 45% were worried about lack of custom. Go to [www.salon-services.com/beautiful-britain-2015/](http://www.salon-services.com/beautiful-britain-2015/) to download the report in full.
- British spend on hair and beauty increased by around 11% between 2007 and 2014, according to the Mintel lifestyle report (British Lifestyles 2014: The British Dream), supporting the often-used description of this industry as 'recession-proof' ([www.bebonze.co.uk/latest-lifestyle-reports-show-beauty-product-sales-rise-despite-recession](http://www.bebonze.co.uk/latest-lifestyle-reports-show-beauty-product-sales-rise-despite-recession)). However, according to Beautiful Britain 2015, 'thrifty' consumer habits adopted during the recession are making it harder for salons to retain clients. The majority of survey respondents (80%) felt that

searching online for cheap deals had influenced their clients' loyalty during 2014, almost half (48%) thought that online discounters had made an impact, 42% said the Internet and social media had made it easier for clients to shop around, and just under one in ten (7%) thought that word-of-mouth recommendations were less relied on than in previous years.

- 'Natural Nailcare', a survey published by the Guild of Professional Beauty Therapists in June 2014 indicated that nail treatments are the most popular beauty treatments in the UK and accounted for around 30% of all beauty treatments carried out in 2013. The most popular brands of nail varnish were OPI, CND and Gelish ([www.beautyguild.com/Survey/Results/Nailcare-2014.aspx](http://www.beautyguild.com/Survey/Results/Nailcare-2014.aspx)).
- According to a consumer survey by the money saving website PromotionalCodes published in 2014, on average UK women spend around £50,000 on beauty products and treatments between the ages of 18 and 40. Spending on acrylic nails and manicures amounted to £25 a month ([www.hji.co.uk/hair/womens-average-beauty-spend-reaches-50000-40/](http://www.hji.co.uk/hair/womens-average-beauty-spend-reaches-50000-40/)).
- According to 'Gel Nails', a survey published by the Guild of Professional Beauty Therapists in October 2014, around 80% of UK nail salons and nail technicians provide both gel polish and gel nail manicures, which are charged on average at around £18 and £24 respectively. Respondents to the survey said that on average they carried out around eight gel nail treatments each week. ([www.beautyguild.com/Survey/Results/GelNails-082014.aspx](http://www.beautyguild.com/Survey/Results/GelNails-082014.aspx)).
- Nail salons are not subject to statutory regulation. However, in July 2015 the Association of Nail Technicians (ANT) launched the UK's first national register of nail technicians in order to address concerns about standards in the nail sector (<https://aont.uk/nationalregister.html>).
- There is growing demand for 'express' beauty treatments, due to clients' increasingly busy lifestyles. For example, in August 2015, Stylist.co.uk reviewed several 'speedy salons' based mainly in London, but also at other locations around the UK, that offer quick blowdrys, make-up and nail treatments, often alongside complementary services such as cake, coffee and live music ([www.stylist.co.uk/beauty/rise-of-the-24-hour-beauty](http://www.stylist.co.uk/beauty/rise-of-the-24-hour-beauty)).
- In 2015, the UK nail market was reported to have exceeded the lipstick market in value for the first time. Mintel reported that spending on nail varnish rose to £284 million in 2014, with lipstick sales at £244 million ([www.standard.co.uk/beauty/nails/the-power-of-polish-why-nail-varnish-has-been-outselling-lipstick-9979537.html](http://www.standard.co.uk/beauty/nails/the-power-of-polish-why-nail-varnish-has-been-outselling-lipstick-9979537.html)).
- Weddings are a key source of work for nail salons and demand for wedding manicures and nail treatments usually increases during the summer months. There has been an on-going upward trend in the number of marriages taking place in England, Scotland and Wales since 2009. In 2012 (the most recent figures available), the number of marriages registered in England and Wales rose by 5.3% to 262,240, up from 249,133 in 2011, according to the Office for National Statistics (ONS). In Scotland, the number of registered marriages rose by 4.8% to reach 30,534 in 2012, up from 29,135 in 2011. Northern Ireland also recorded a 1.4% rise in the number of marriages during the same period, up from 8,366 in 2011 to 8,480 in 2012 ([www.ons.gov.uk/ons/dcp171778\\_366530.pdf](http://www.ons.gov.uk/ons/dcp171778_366530.pdf)).
- In 2014 Brides Magazine reported that couples were spending on average £220 on beauty, including manicures and nail treatments ([www.bridesmagazine.co.uk/planning/general/planning-service/2013/01/average-cost-of-wedding](http://www.bridesmagazine.co.uk/planning/general/planning-service/2013/01/average-cost-of-wedding)).
- Nail franchises are a source of both opportunities and competition for start-up nail salon proprietors. Leading franchises include Rock Candy Nails ([www.rockcandynails.co.uk/](http://www.rockcandynails.co.uk/)).



[franchise.html](#)) which provides details of the initial investment required on request, Nailcraft ([www.nailcraft.co.uk/franchise.html](http://www.nailcraft.co.uk/franchise.html)), which requires an initial investment of around £25,000, and Lemon Tree Nails and Beauty ([www.lemontreenails.co.uk/franchise.html](http://www.lemontreenails.co.uk/franchise.html)), which requires an initial investment of around £12,000.

- Independent nail salons face competition from a number of related service providers, including beauty salons and spas, as well as mobile nail technicians and beauty therapists offering treatments at clients' home and workplaces. In August 2015, Yell.com listed around 11,500 nail technicians and more than 25,000 beauty salons and consultants in the UK, indicating the highly competitive nature of the sector.

## What are the main trading issues?

Some of the main trading issues faced by nail salons include:

### Trade association membership

Membership of a trade association can provide a wide range of individual and business benefits. Relevant associations include:

- The Association of Nail Technicians (ANT), which represents qualified nail technicians in the UK. Membership benefits include discounted insurance cover and support with promotion. Salon membership costs £22 per month (<https://aont.uk/membership.html>).
- The Guild of Professional Beauty Therapists ([www.beautyguild.com/Membership/Who-Can-Join.aspx](http://www.beautyguild.com/Membership/Who-Can-Join.aspx)), which is a membership organisation representing qualified beauty therapists including nail salon proprietors and technicians. Membership benefits include an entry on the Guild's professional register, free treatment, public and product liability insurance, marketing support and access to a regular industry journal. Details of the annual membership fee are available on request from the Guild.
- The British Association of Beauty Therapy & Cosmetology (BABTAC, [www.babtac.com](http://www.babtac.com)), which is a professional body representing individuals working in the UK's beauty and complementary therapy industries. Membership benefits for nail salon proprietors and managers include a free listing for their salon in the BABTAC online 'find a salon or specialist' directory. It also includes access to business, marketing and employment tools and guidance, and specialist insurance. New members must hold a Level 2 qualification or equivalent training in nail technology. Membership as a salon or spa proprietor depends on business size, starting at £199 for proprietors with no more than two employees.
- Habia ([www.habia.org](http://www.habia.org)), which is the main UK trade association representing the hair and beauty industry. It is free to join and members receive information about industry best practice, training opportunities, a quarterly journal outlining industry trends, and the opportunity to become involved in Habia's consultations on the future of the beauty industry.

### The Habia Code of Practice for Nail Services

The Habia Code of Practice for Nail Services sets out guidelines for nail salons and technicians with regard to topics such as client consultation and aftercare, operating procedures, health and safety, waste disposal, infection control and hygiene.

Habia recommends that salon staff should complete a 'consultation card' for each client and should record all necessary personal, lifestyle and medical information about the client, including details of allergies and 'contra indications', the condition of the client's skin and nails, details about the client's requirements and the technician's recommendations and advice. Consultation cards should be signed by the client, or by their parent or guardian if the client is aged 15 or younger.

The guidance also covers recommended procedures for disinfecting and sterilising equipment, the wearing of personal protective equipment such as safety glasses when clipping nails to avoid the possibility of flying debris damaging the technician's eyes, and provides advice about minimising risks to health from dust resulting from nail filing and chemical products used by technicians.

Go to [www.habia.org/standards-qualifications/industry-codes-of-practice](http://www.habia.org/standards-qualifications/industry-codes-of-practice) to view the full Code of Practice.

## **Professional registration and salon accreditation**

Salon proprietors can demonstrate that the salon and its staff meet professional and customer service standards by employing nail technicians who belong to a professional register and by obtaining accreditation for their salon.

For example, individual nail technicians must meet minimum qualification requirements needed for registration on the Association of Nail Technicians (ANT) voluntary register. Go to <https://aont.uk/nationalregistersignup.html> for more information.

Suitable accreditation schemes for nail salons include:

- The Institute of Customer Service (ICS) ServiceMark scheme, which helps service providers identify, develop and demonstrate their customer service standards. In order to join the scheme, a nail salon proprietor must carry out a ServCheck assessment of its customer service strategy, obtain customer feedback and pass an on-site assessment. Accreditation is granted for three years and scheme fees are available on request from ICS. Go to [www.instituteofcustomerservice.com/1724/Customer-service-standard---ServiceMark.html](http://www.instituteofcustomerservice.com/1724/Customer-service-standard---ServiceMark.html) for further information.
- Schemes run by charities such as Age Concern ([www.ageconcernbirmingham.org.uk/our-services/accreditation-scheme](http://www.ageconcernbirmingham.org.uk/our-services/accreditation-scheme)) and DisabledGo ([www.disabledgo.com](http://www.disabledgo.com)), which help proprietors ensure that their salon meets the special needs of service users such as elderly people or people with disabilities.

## **Massage and special treatment (MST) licensing**

The owner or occupier of business premises in London where massage or special treatments (such as hand and arm massages), including the proprietor of a nail salon, must obtain a Massage and Special Treatment (MST) licence from their local borough council. Salon proprietors in any other area of the UK may be required to obtain an MST Licence before treatment can be provided in their salon, depending on local byelaws and procedures in each local authority area. Many local authorities charge a fee for granting a licence.

Individual nail technicians or therapists providing special treatments may also need to apply for an MST Licence, and salon proprietors must check whether a nail technician is appropriately



licensed before hiring them to work in the salon either as an employee or on a self-employed basis.

Local authority environmental health officers carry out inspections of premises covered by MST licences to ensure safe and hygienic practices are being followed.

Examples of local authorities requiring MST Licences include Broxtowe Borough Council, which requires both premises and individual therapists to be licensed ([www.broxtowe.gov.uk/index.aspx?articleid=1651](http://www.broxtowe.gov.uk/index.aspx?articleid=1651)) and Worcester City Council, which requires anyone running a 'special treatments' establishment to have a personal MST Licence ([www.worcester.gov.uk/massage-special-treatment-therapist-licence](http://www.worcester.gov.uk/massage-special-treatment-therapist-licence)). MST licence fees vary according to the local authority, but typically cost around £170.

## Music and TV licensing

Proprietors who play background music in their salon must hold licences from PRS for Music and PPL (formerly Phonographic Performance Limited). PRS licences for hair and beauty salons (including nail salons) with up to 30 treatment chairs cost around £80 (excluding VAT) where music is played through a radio or TV, or around £80 for the first five chairs, plus around £29 for each additional five chairs where a tape, CD or DVD player is used. Go to [www.prsformusic.com/users/businessesandliveevents/musicforbusinesses/hairbeauty/Pages/hairandbeauty.aspx](http://www.prsformusic.com/users/businessesandliveevents/musicforbusinesses/hairbeauty/Pages/hairandbeauty.aspx) for information. PPL licences cost from £139 each year for a salon with up to ten treatment chairs. Go to [www.ppluk.com/I-Play-Music/Businesses/How-much-does-a-licence-cost/Business-type-1](http://www.ppluk.com/I-Play-Music/Businesses/How-much-does-a-licence-cost/Business-type-1) for information.

Salon proprietors that enable live television programmes (including music videos) to be broadcast at their premises will also need a television (TV) licence. This means the proprietor of a salon with a TV tuned to music channels will require both PRS for Music and PPL licences and a TV licence. A TV licence to cover the entire premises costs around £145 ([www.tvlicensing.co.uk/check-if-you-need-one/business-and-organisations](http://www.tvlicensing.co.uk/check-if-you-need-one/business-and-organisations)).

## Alcohol licensing

Salon proprietors intending to sell or serve alcoholic drinks to clients (even complementary drinks) must obtain the relevant statutory licences before they start trading.

For one-off events, such as a salon opening party, a licence to serve alcohol is not usually required. However, rules vary between local authorities so it is necessary to check with the local authority licensing department in the area where the salon is located well in advance.

In England and Wales, the Deregulation Act 2015, which will come into force later in 2015, introduces a new form of 'lighter touch' authorisation for the retail sale and supply of alcohol (the Part 5A Notice) for community organisations and small firms that supply alcohol as an 'ancillary part' of a wider service (for example nail salon proprietors that supply a glass of champagne as part of a bridal nail treatment package).

In Scotland, retail sales of alcohol are regulated under the Licensing (Scotland) Act 2005, as amended by the Alcohol etc. (Scotland) Act 2010 and premises that serve alcohol may require a Premises Licence and must employ a Premises Manager holding a Personal Licence. Go to [www.gov.scot/Topics/Justice/policies/drugs-alcohol/alcohol-licensing](http://www.gov.scot/Topics/Justice/policies/drugs-alcohol/alcohol-licensing) for details.

In Northern Ireland, all premises where alcohol is served must have a Premises Licence. However, no new licences are granted unless an existing holder surrenders theirs. Go to

[www.nidirect.gov.uk/selling-alcohol-in-licensed-premises-and-registered-clubs](http://www.nidirect.gov.uk/selling-alcohol-in-licensed-premises-and-registered-clubs) for further information.

## **Premises and business rates**

A nail salon proprietor will need to budget for the costs associated with leasing or buying salon premises, including solicitor's costs, rent, utility bills, water rates and business rates. Rent and business rates vary significantly depending on the location, layout and size of the premises.

Salon proprietors renting or leasing premises will need to enter into a rental agreement with the landlord of the property. The agreement should be in writing and include, for example, terms covering the duration of the agreement, rental fee, public liability insurance cover, cancellation terms, the retailer's liability for loss or damage, and an inventory of any equipment included.

The location of the salon is important to attract a mix of regular clients and new customers. It will need adequate access or parking for clients, as well as a reception area, a separate treatment area for nail desks and a store room for equipment and supplies.

In England and Wales, the Valuation Office Agency ([www.gov.uk/introduction-to-business-rates](http://www.gov.uk/introduction-to-business-rates)) is responsible for determining the rateable value of premises based on their size and rental value, and this figure is used by local authority valuation officers to set local business rates.

In Scotland, the determination of business rates is the responsibility of the Scottish Assessors ([www.gov.scot/Topics/Government/local-government/17999/11199/brief-guide](http://www.gov.scot/Topics/Government/local-government/17999/11199/brief-guide)), and in Northern Ireland, it is dealt with by Land & Property Services (LPS), part of the Department of Finance ([www.finance-ni.gov.uk/topics/property-rating](http://www.finance-ni.gov.uk/topics/property-rating)).

Change of use planning permission may be required if the premises were previously used other than as a salon under Use Class A1 shops. Go to [www.planningportal.co.uk/info/200130/common\\_projects/9/change\\_of\\_use](http://www.planningportal.co.uk/info/200130/common_projects/9/change_of_use) for further information.

## **Accessibility**

Under the Disability Discrimination Act 1995 (as amended by the Equality Act 2010), it is unlawful for any service provider in the UK, including nail salons, to refuse to provide a service to a disabled person, offer a lower standard of service or provide a service on worse terms. This means a nail salon cannot, for example, implement a 'no dogs' rule that covers guide dogs or assistance dogs. It also means that the service cannot make additional charges for a reason related to a client's disability, for example, it cannot charge for any extra time needed to help a client in or out of a wheelchair.

Proprietors also have a duty to make reasonable adjustments so that their services are accessible to people with disabilities, such as modifications to assist with entry to the salon or treatment rooms.

The Equality and Human Rights Commission (EHRC) publishes guidance for service providers in the hair and beauty sector, including nail salons, about how to comply with the legislation at [www.equalityhumanrights.com/private-and-public-sector-guidance/organisations-and-businesses/businesses/hairstylists-barbers-and-beauty-salons](http://www.equalityhumanrights.com/private-and-public-sector-guidance/organisations-and-businesses/businesses/hairstylists-barbers-and-beauty-salons).

## Signage

Nail salon proprietors often use signage (such as A-boards) to signpost new clients to the premises and advertise special offers and promotions.

Under the Highways Act 1980, proprietors must be granted permission (usually through a licence) from their local authority before displaying A-boards and display units on the public highway.

The Town and Country Planning (Control of Advertisements) Regulations 2007 control the display of outdoor advertising and, in certain circumstances, require proprietors to obtain permission from their local authority planning department before displaying outdoor advertisements such as shop fascias.

Go to [www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/11499/326679.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/11499/326679.pdf) for a guide to displaying outdoor signs.

## Salon fixtures, fittings and equipment

Start-up nail salon proprietors need to budget for the cost of fixtures, fittings and equipment for their salon premises.

A typical budget (excluding VAT) for fittings and equipment includes:

- Reception desk (from £200 to £700).
- Waiting room chairs (from £50 to £250 each).
- Display shelving (from £70 to £120 for a five-shelf 2m x 1m unit).
- Nail desk (from £90 to £200).
- Electric pedicure couch (around £580 to £625).
- Extractor unit (from £120 to £190).
- Treatment chairs (from £50 to £150).
- Equipment and product trolleys (from £30 to £260 each, depending on capacity, make and finish).
- Manicure lamps (from £40 to £95).
- Pedicure stool (from £25 to £250).
- Pedicure foot rest (from £30 to £100).
- Hydraulic foot spa (from £30 to £150).
- Electric nail file (from £80 to £275).
- UV lamp (from £45 to £90).
- Nail scissors and cutters (from £5 to £11).
- Nail brushes (from £5 for a pack of 20).
- Arm rest (from £6 to £23).

- Manicure bowl (from £2 to £5).

Examples of suppliers specialising in salon fittings and equipment include:

- Beauty 4 Less ([www.beauty4less.co.uk](http://www.beauty4less.co.uk)).
- Salon Lines ([www.salonlines.co.uk](http://www.salonlines.co.uk)).
- Salons Direct ([www.salonsdirect.com](http://www.salonsdirect.com)).
- Capital Hair & Beauty ([www.capitalhairandbeauty.co.uk](http://www.capitalhairandbeauty.co.uk)).

The Hairdressing & Beauty Suppliers Association (HBSA) is a membership organisation representing sector suppliers. Go to [www.thehbsa.co.uk/member](http://www.thehbsa.co.uk/member) for a list of members.

Specialist shopfitters for nail and beauty salons include Salon Interior Design ([www.saloninteriordesign.co.uk](http://www.saloninteriordesign.co.uk)) and Moda Salon Interiors ([www.modasaloninteriors.com](http://www.modasaloninteriors.com)).

Nail salon proprietors will also need to source liveried uniforms for technicians and reception staff from suppliers such as Salonwear Direct ([www.salonweardirect.co.uk](http://www.salonweardirect.co.uk)) and Alexandra ([www.alexandra.co.uk/beauty-spa](http://www.alexandra.co.uk/beauty-spa)).

## **Sourcing nail products and other consumables**

Start-up nail salon proprietors will need to budget for a wide range of nail products and other consumables to provide a range of nail treatments and services. Nail products can be sourced from a variety of wholesalers or specialist suppliers.

Examples of consumables typically required include:

- UV gel nail kits, some of which include UV light units (from £30 to £80).
- Acrylic nail kits (from £60 to £80).
- Cotton wool pads (from £5 for 500).
- Buffing blocks (from £3 for ten).
- Cuticle oil (from £4 for 60ml).
- Nail sanitizer (from £13 for one litre).
- Nail varnish remover (from £5 for 500ml).
- Acetone (for removing artificial nails, from £3 for 600ml).
- Nail glue (from £4 for 14g).
- Nail wraps (from 50p for pack of 20 sets).
- Nail art pens (from £3 each).
- Nail glitter (from £2 each).
- Toe separators (from £3 for a pack of 12).

Examples of specialist trade suppliers include:

- At Your Finger Tips ([www.atyourfingertips.org.uk](http://www.atyourfingertips.org.uk)).

- Sally Express ([www.sallyexpress.com](http://www.sallyexpress.com)).
- The Nail Warehouse ([www.professionalnailsupplies.co.uk](http://www.professionalnailsupplies.co.uk)).
- Viva Nails ([www.vivalanails.co.uk](http://www.vivalanails.co.uk)).

Salon proprietors typically source recognised nail product brands by contacting local representatives or agents of the brand. Examples include Jessica Cosmetics ([www.jessicacosmetics.com](http://www.jessicacosmetics.com)) and CND ([www.cnd.com](http://www.cnd.com)).

Nail salon proprietors can benefit from joining a buying group, which enables them to place collective orders with other salon proprietors and benefit from volume discounts. Go to [www.buyinggroups.co.uk](http://www.buyinggroups.co.uk) for a directory of independent buying groups listed by location.

Typically, for the first few months' trading, wholesalers and suppliers will only deal with new trade customers using pro forma invoices. Payments must be made on purchase and before delivery of supplies and equipment. Suppliers usually carry out credit checks on new customers applying for a trade account. This includes taking up references, reviewing published accounts (if available) and checking public registers such as County Court Judgments.

## First aid and fire safety regulations

Under the Regulatory Reform (Fire Safety) Order 2005, it is a legal requirement for nail salon proprietors to install appropriate fire detection and prevention equipment on their premises. For example, salon owners are typically required to install an automatic fire detection system, with manual break-glass points (which cost from around £300), as well as portable fire extinguishers (which start from around £30). Fire safety equipment suppliers include Discount Fire Supplies ([www.discountfiresupplies.co.uk](http://www.discountfiresupplies.co.uk)) and ADT ([www.adt.co.uk/business/fire-smoke-detection](http://www.adt.co.uk/business/fire-smoke-detection)).

General guidance about fire safety in shops and other retail premises is available at [www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/14881/fsra-offices-shops.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/14881/fsra-offices-shops.pdf).

Under the Health and Safety (First-Aid) Regulations 1981, retailers (including those with fewer than five employees and the self employed) are required to provide first-aid equipment such as a first-aid kit. Kits cost from around £10 and can be sourced from online suppliers such as Eureka! ([www.eurekadirect.co.uk](http://www.eurekadirect.co.uk)) and Safety First Aid ([www.safetyfirstaid.co.uk](http://www.safetyfirstaid.co.uk)).

## Salon management software

Salon management software provides facilities for nail salon proprietors to manage technicians' work rotas, client records, nail treatment preferences, appointment bookings, reminders and payments. Typical features include 24-hour online booking, automatic SMS appointment reminders, remote access to appointment schedules for nail technicians and online data storage.

Examples of specialist software include:

- Salonium ([www.salonium.co.uk](http://www.salonium.co.uk)), which costs £12 per month for a professional licence. A free 30-day trial is also available.
- Salon Iris ([www.saloniris.co.uk](http://www.saloniris.co.uk)), which costs from around £900 for a single-user licence to around £3,500 for a multi-salon licence. A free trial is also available.
- Intersalon ([www.salonsoftware.co.uk](http://www.salonsoftware.co.uk)), which costs from around £10 per month to around £40 per month depending on the number of users. A 30-day free trial is also available.

## Staffing and recruitment

Nail salon proprietors need to budget for the recruitment and employment of various staff, including a salon manager, trained nail technicians and at least one receptionist. Additional temporary staff may also be required during busy periods, such as the run-up to the Christmas and New Year festive season. Examples of specialist online directories where nail salons can advertise vacancies include:

- hairandbeautyjobs ([www.hairandbeautyjobs.com](http://www.hairandbeautyjobs.com)).
- Guild of Professional Beauty Therapists ([www.beautyguild.com/Classifieds-And-Recruitment](http://www.beautyguild.com/Classifieds-And-Recruitment)).
- Hair2Beauty ([www.hair2beautyjobsource.com](http://www.hair2beautyjobsource.com)).
- SpaStaff ([www.spastaff.com](http://www.spastaff.com)).

In 2014, salon managers were paid £17,000 per year on average and nail technicians around £7 per hour. Self employed nail technicians engaged by salons are typically paid an hourly rate of around £10 to £15 (although this is not common as they usually rent space in the salon and provide services independently for their own clients).

All members of staff must be paid at least the National Minimum Wage (NMW).

Under the Asylum and Immigration Act 1996, it is illegal to employ someone who is not entitled to work in the UK, and nail salon proprietors or managers should check the credentials of workers, and in particular foreign nationals, before employing them. Go to [www.gov.uk/government/organisations/uk-visas-and-immigration](http://www.gov.uk/government/organisations/uk-visas-and-immigration) for further information.

## Tax and IR35

Rules introduced by HMRC, called IR35, are intended to prevent avoidance of National Insurance (NI) Class 1 Contributions and tax payments by freelancers and contracting organisations. If a nail salon proprietor is the only source of work for a self employed nail technician it can be difficult to prove to HMRC that they are genuinely self employed. This can lead to an increased tax and NI liability for both the salon proprietor and the nail technician they are hiring.

It is important for salon proprietors to ensure that self employed nail technicians meet HMRC's employment status criteria. HMRC provides an employment status indicator (ESI) tool on their website at [www.gov.uk/employment-status-indicator](http://www.gov.uk/employment-status-indicator).

## Accepting tips from clients

Some customers leave tips for nail technicians and the salon proprietor must comply with the tax and NMW issues involved. Employed staff are personally responsible for informing HMRC about tips given directly to them by clients, and for paying income tax due on these tips, although no national insurance is due. However, if the tip is passed on via the employer, tax must be deducted from staff pay under the Pay As You Earn (PAYE) system. Tips cannot be used to make up employees' NMW pay.

Self employed nail technicians working in the salon are personally responsible for declaring tips to HMRC through their tax self-assessment return and for paying any income tax due on them. This applies however they receive tips, whether directly from clients or as a share of a communal tips 'pot' in the salon.

Go to [www.gov.uk/tips-at-work](http://www.gov.uk/tips-at-work) for further information about tips at work.

## Pricing, taking payment and VAT

The prices charged at nail salons vary depending on the type and duration of the nail treatment, the products that are used, the individual technician's experience, and the level of local competition.

Typical salon treatment prices include:

- Shellac manicure from £25 to £30.
- Swarovski crystal nails pedicure from £45 to £85.
- File and polish from around £15.
- Full colour acrylic nail enhancements around £40.
- Glitter tips from around £45.
- Acrylic or gel nail removal from £18.
- Acrylic or gel infill around £30.
- Single nail extension around £6.
- Express manicure or pedicure around £20.
- Children's manicure or pedicure from around £10 to £17.

Go to [www.halohexham.co.uk/treatments](http://www.halohexham.co.uk/treatments), [www.ambienailandbeautysalon.co.uk/price-list.html](http://www.ambienailandbeautysalon.co.uk/price-list.html) and [www.divanailbar.co.uk/nail-bar-treatments-pricelist.html](http://www.divanailbar.co.uk/nail-bar-treatments-pricelist.html) for examples of nail treatment charges.

Some salon proprietors also generate income by renting out nail desks to mobile nail technicians or beauty therapists. Rental fees vary and are typically charged per week (for example up to £150 per week for a desk in a London salon).

A till (from £150) will handle basic transactions. Go to [www.cashregistergroup.com](http://www.cashregistergroup.com) and [www.buyatill.com](http://www.buyatill.com) for examples of suppliers. However, a Chip and PIN machine will be required to process credit and debit card payments. Examples of providers include <https://lloydsbankcardnet.com>, [www.streamline.com](http://www.streamline.com) and [www.chipandpinsolutions.com](http://www.chipandpinsolutions.com). Alternatively, they can be leased from banks. Equipment rental costs between £15 and £35 a month, plus per-transaction charges of around 2%.

A safe (from around £35) can be used to keep small amounts of cash and cheques secure up to the limits of insurance cover for cash held on the premises. Go to [www.securesafe.co.uk](http://www.securesafe.co.uk) and [www.acesafes.co.uk](http://www.acesafes.co.uk) for examples of suppliers of safes.

The services and products provided by nail salons are standard-rated for VAT and salon proprietors must register for VAT once their turnover reaches the mandatory threshold. Go to [www.gov.uk/rates-of-vat-on-different-goods-and-services](http://www.gov.uk/rates-of-vat-on-different-goods-and-services) for further information about VAT rates.



## Consumer protection regulations

Under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 (CCRs), nail salons taking bookings for nail appointments from consumers in person, over the phone or online are required to provide clients with specific pre-contractual information before accepting a booking for nail treatments and entering into a contract with them. This will apply to each booking, including repeat bookings made by regular clients.

Examples of the specific pre-contractual information required under the CCRs include:

- Clear details about the salon's services and types of nail enhancements and treatments offered and the total price for each treatment (including VAT if applicable) and any items supplied, such as nail products. This is particularly important in the case of bridal nail packages as clients should be made aware of which members of the bridal party are included in the package deal.
- Whether payment of a deposit is required, for example to book bridal nail packages.
- Arrangements for payment and methods of payment accepted.
- The salon's cancellation policy, which must comply with clients' statutory cancellation rights under the CCRs as follows:

In general, the CCRs provide nail salons' clients with a statutory 14-day cooling-off period, during which time they can cancel their appointment without incurring a charge. However, if a client expressly requests and books the appointment for a date within the 14-day period there is no statutory right to cancel.

However, many nail salons allow their clients to cancel appointments at up to 48 hours' notice without charge, even if the statutory right to cancel does not apply.

Some salons require clients cancelling with 24 hours' notice to pay 50% of the appointment cost and clients failing to keep appointments at the agreed time are required to pay 100%.

If a nail salon enables clients to book appointments online, they must ensure their booking process meets the requirements of the Electronic Commerce (EC Directive) Regulations 2002. This includes providing clear information about the technical steps to follow to conclude the booking, and how the consumer can identify any input errors before confirming their appointment.

As best practice, nail salon proprietors can make consumers aware of this information by including it in their Standard Terms and Conditions (Ts and Cs) of business, which should be provided to clients before the booking is confirmed.

It is worthwhile having a solicitor examine Ts and Cs to ensure they comply with the law.

## Misleading commercial practices

The Consumer Protection from Unfair Trading Regulations 2008 and the Consumer Protection (Amendment) Regulations 2014 also protect consumers by prohibiting unfair commercial practices, including misleading advertising and omissions, and give them rights of redress when these practices have occurred. For example, if a nail salon proprietor deceives a consumer as to the quality, nature, material or brand name of the nail products they supply or use during treatments, or as to the experience or qualifications of individual technicians, they will have committed a criminal offence.

The Business Protection from Misleading Marketing Regulations 2008 (BPRs) also make it a criminal offence for a nail salon proprietor to promote their services in misleading ways, for example by providing misleading information about their professional qualifications or experience or by making unfair comparisons between their own services and ability and those of other nail salons.

## **Record keeping, data protection and confidentiality**

To comply with the Data Protection Act 1998 (DPA), any personal details or information about clients that the nail salon holds should be kept confidential, stored securely, either manually or electronically, and used only for their clearly intended purpose.

The Information Commissioner's Office (ICO) provides a guide to complying with the DPA, which can be viewed at [http://ico.org.uk/for\\_organisations/data\\_protection](http://ico.org.uk/for_organisations/data_protection).

## **Refunds and guarantees**

Under the Supply of Goods and Services Act 1982, firms, including nail salons, providing a service in England, Wales or Northern Ireland must do so with reasonable care and skill.

The level of skill deemed as reasonable can depend on the individual nail technician. For example, a trainee would not be expected to provide treatments with the same skill as a fully qualified and experienced technician. Some salons offer treatments from trainees at a discounted price to give them practical experience. Clients on a low income, such as students, may welcome affordable nail treatments but the salon proprietor should ensure that the trainee's relative lack of experience is clearly explained to the client before the service is commenced.

If a nail technician fails to provide services with reasonable care or skill, the salon must make reasonable redress to the client, for example by providing a full refund. If they fail to do this, the client could bring a complaint to court up to six years from the date of the service's failure.

## **Health, safety and hygiene**

According to research carried out by the Health and Safety Executive (HSE), nail technicians typically report significant levels of nasal problems, along with neck, shoulder, wrist, hand and lower back problems related to the nature of their work. Go to [www.hse.gov.uk/research/rrpdf/rr627.pdf](http://www.hse.gov.uk/research/rrpdf/rr627.pdf) for details.

Under the Management of Health and Safety at Work Regulations 1999 (and equivalent legislation in Northern Ireland), all employers, including self employed people, are required to undertake a risk assessment of their workplace and provide employees with adequate health and safety training. The HSE has guidance about carrying out a risk assessment at [www.hse.gov.uk/risk/controlling-risks.htm](http://www.hse.gov.uk/risk/controlling-risks.htm).

Under the Control of Substances Hazardous to Health Regulations 2002 (COSHH), and equivalent legislation in Northern Ireland, nail salon proprietors must have health and safety measures to protect themselves and their clients from hazards arising from exposure to potentially harmful substances. Hazardous substances often used in nail salons include nail varnishes and removers, acetone and equipment cleaner ([www.hse.gov.uk/coshh/basics.htm](http://www.hse.gov.uk/coshh/basics.htm)).

According to guidance from the HSE, nail salon proprietors must ensure areas used for storing potentially harmful substances are well organised and well ventilated and containers should be clearly labelled. Go to [www.hse.gov.uk/pubns/guidance/ocm8.pdf](http://www.hse.gov.uk/pubns/guidance/ocm8.pdf) to view the guidance.

Nail technicians are at increased risk of contact dermatitis and skin conditions through frequent hand washing and contact with disinfectants when cleaning equipment such as hairbrushes, combs and scissors. Go to [www.hse.gov.uk/skin](http://www.hse.gov.uk/skin) for advice from the HSE about preventing dermatitis.

Anyone working in the hair and beauty or complementary therapy sectors must maintain high standards of hygiene and infection control. Particular risks involved in treatments provided by nail technicians include the transmission of bacteria from clients with nail infections and contagious conditions such as scabies and impetigo.

The Provision and Use of Work Equipment Regulations 1998 (PUWER) and the Personal Protective Equipment at Work Regulations 1992 set out requirements regarding the use and maintenance of work equipment and protective clothing and the training of employees in their use. Nail technicians should wear protective clothing such as gloves when appropriate, for example when disinfecting equipment. Go to [www.hse.gov.uk/pubns/indg174.pdf](http://www.hse.gov.uk/pubns/indg174.pdf) and [www.hse.gov.uk/pubns/indg291.pdf](http://www.hse.gov.uk/pubns/indg291.pdf) for the HSE's guides to the Regulations.

## Electrical equipment checks

Under the Electricity at Work Regulations 1989 and PUWER, nail salon proprietors are responsible for ensuring that electrical appliances, such as electric nail files or UV light units, are properly maintained and tested for safety through PAT (portable appliance testing). Go to [www.hse.gov.uk/electricity/faq-portable-appliance-testing.htm](http://www.hse.gov.uk/electricity/faq-portable-appliance-testing.htm) for information.

## Waste disposal

Under the Environmental Protection Act 1990 and the Controlled Waste (Duty of Care) Regulations (Northern Ireland), nail salon proprietors have a duty of care to ensure that any trade waste they produce in the course of their business is properly and safely disposed of. Human nail clippings may be able to be recycled as compost. Most local authorities provide waste collection services.

## Promotion

Opportunities for promoting a nail salon include:

- Advertising in specialist online directories such as:
  - Beauty Finder ([www.beautyfinder.co.uk](http://www.beautyfinder.co.uk)), which provides a free basic listing for nail salons and charges £60 and £100 for enhanced and premium listings respectively.
  - Beauty Salon Finder ([www.beautysalon-finder.co.uk](http://www.beautysalon-finder.co.uk)), which provides a free basic listing and charges £10 per year for a premium listing.
  - The Beauty Biz Salon Directory ([www.thebeautybiz.com/directory](http://www.thebeautybiz.com/directory)), which provides advertising costs on request.
- Listing the salon with an app that enables smartphone users to find salons and other services near their current location. Go to [www.vagaro.com/vagaro-app](http://www.vagaro.com/vagaro-app) for an example. Alternatively, a proprietor can approach a developer to discuss creating a bespoke app

for the salon, go to [www.thesalonappcompany.co.uk](http://www.thesalonappcompany.co.uk) for an example of an app developer specialising in the beauty and hair sector.

- Registering with online portals that enable potential clients to search for beauty treatments and book appointments, such as Wahanda Connect ([www.wahanda.com/business](http://www.wahanda.com/business)) and Ineedanappointment.com (INAA, [www.inaa.com](http://www.inaa.com)). Portals usually charge a monthly fee and/or take commission for bookings made by clients via their websites.
- Participating in discount and voucher schemes for nail salons in the UK. Examples include Wowcher ([www.wowcher.co.uk](http://www.wowcher.co.uk)), Groupon ([www.grouponworks.co.uk](http://www.grouponworks.co.uk)), Lavish ([www.lavish.co.uk](http://www.lavish.co.uk)) and Salon Wish ([www.salonwish.co.uk](http://www.salonwish.co.uk)). Voucher schemes typically negotiate with the salon to establish a discounted price for a treatment or set of treatments. The salon usually receives payment upfront once the deal has been negotiated, based on how many vouchers the scheme expects to sell - the voucher scheme deducts a percentage of this as commission (typically 25% to 50%).
- Providing 'package' treatments offering discounts on a selection of nail treatments, such as bridal/groom, mum to be, hen, and birthday pamper packages.
- Operating a loyalty scheme that rewards regular clients and those who refer friends or family members, and selling gift vouchers, particularly at key times of the year such as the run-up to Christmas and Mother's Day.
- Networking with related local service providers, such as beauty salons, hair salons, tattoo and piercing studios and UV tanning salons, to encourage referrals.
- Creating a five-minute video presentation about a nail treatment offered at the salon, uploading it onto video-sharing websites such as YouTube and including a link back to the business' website. Go to [www.youtube.co.uk](http://www.youtube.co.uk) and enter 'nail art' in the search box for examples of other nail salons doing this.
- Uploading examples of nail enhancements onto online photo sharing websites such as Flickr. Go to [www.flickr.com/search/?text=nail%20art](http://www.flickr.com/search/?text=nail%20art) to view examples of nail art.
- Creating a Facebook business page to encourage customer referrals. Facebook pages can be customised with the salon's name, logo and other information, and regularly updated with special offers, competitions, availability and details of new products. Go to [www.facebook.com/pages/Studio-Eight-Nail-Salon/13092798362097](http://www.facebook.com/pages/Studio-Eight-Nail-Salon/13092798362097) and [www.facebook.com/pages/The-Nail-Boutique/131377173614978](http://www.facebook.com/pages/The-Nail-Boutique/131377173614978) for examples of nail salons with Facebook business pages.
- Once established, entering local or national nail art competitions to gain exposure and displaying any awards on posters and window stickers at the salon. Go to [www.beautyukshow.com/nail-competition.jsp](http://www.beautyukshow.com/nail-competition.jsp) for details of nail competitions in the UK.

## Insurance

A nail salon proprietor requires a number of insurance policies, including:

- Public and product liability insurance, which covers the salon against claims from clients, suppliers and members of the public injured or adversely affected as a result of its activities and the products used during treatments.

- Professional indemnity insurance, which covers a salon against claims of negligence, breach of confidentiality and conduct, for example, for 'medical malpractice' in relation to nail treatments or breach of confidentiality in relation to personal information about clients held by technicians.
- Employers' liability insurance, which is mandatory as soon as the salon employs staff.
- Legal expenses insurance, which provides cover for the defence or pursuance of claims arising from contractual disputes with suppliers or landlords or to defend employment tribunal cases.
- Building and contents cover, which will be needed to cover the salon premises, equipment, office equipment and data against accidental loss, damage, fire, flood, theft and any business interruption arising as a result.
- Cover for use of any vehicles for business purposes, which must include a minimum of third-party cover. Cover can also be obtained for equipment or stock stored in the vehicle.

BABTAC salon and spa proprietor membership includes professional indemnity, public liability, malpractice and treatment risk cover for claims up to £6 million. Go to [www.babtac.com/babtac-membership-and-insurance](http://www.babtac.com/babtac-membership-and-insurance) for further information about insurance available to BABTAC members.

Specialist insurance for nail salons is also available from insurers and brokers such as Salon Gold ([www.salongold.co.uk](http://www.salongold.co.uk)), Salon Saver ([www.salonsaver.co.uk](http://www.salonsaver.co.uk)) and Salon Secure ([www.salonsecure.co.uk](http://www.salonsecure.co.uk)).

## Legislation

This section is intended as a starting point only. It provides an introduction to some of the key legislation that regulates the activities of a nail salon. Professional advice about the impact of legislation should always be obtained before making any business decisions. Relevant legislation includes:

- The Local Government (Miscellaneous Provisions) Act 1982 provides local authorities outside London with the power to create byelaws requiring individual nail technicians or beauty therapists to be licensed before they can provide massage or special treatments such as hand and arm massage. Nail salon proprietors must check with their local authority to see whether a licence to provide massage or special treatment is required in their area. In London this is covered by the Local Authorities Act 1991; in Scotland by the Local Government in Scotland Act 2003; and in Northern Ireland by the Local Government (Miscellaneous Provisions) (Northern Ireland) Order 1985.
- The Copyright, Design and Patents Act 1988 requires business owners, including nail salon proprietors, to obtain consent before playing copyright-protected music in public. In practice, this means a proprietor who plays background music in their salon must hold licences from collecting societies PRS for Music and PPL.
- The Licensing Act 2003 governs the licensing of alcohol sales in England and Wales, although the retail sale of alcohol ancillary to wider services will be governed by the Deregulation Act 2015, which comes into force towards the end of 2015. Licensing in Scotland is regulated by the Licensing (Scotland) Act 2005, and in Northern Ireland the Licensing (Northern Ireland) Order 1996 applies.

- The Disability Discrimination Act 1995 (as amended by the Equality Act 2010) makes it an offence for service providers to discriminate against customers due to a disability and requires providers to make reasonable adjustments that are necessary to meet the needs of customers with disabilities.
- The Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 (CCRs) govern all types of contract between traders and consumers and place particular obligations on providing consumers with pre-contractual information relating to taking appointments including online and over the phone.
- The Consumer Protection from Unfair Trading Regulations 2008 (as amended by the Consumer Protection from Unfair Trading (Amendment) Regulations 2013) protect consumers by prohibiting unfair commercial practices, including misleading advertising. If a nail salon proprietor publishes misleading advertising that deceives a client (for example as to technicians' qualifications), they will have committed a criminal offence.
- The Supply of Goods and Services Act 1982 stipulates that it is an implied term of any contract for services, including nail treatments, that they must be carried out with reasonable skill and care, within a reasonable time and at a reasonable charge. Some provisions of the Act have been introduced in Scotland through the Sale and Supply of Goods Act 1994. However, common law in Scotland has a similar effect to the Act.
- The Management of Health and Safety at Work Regulations 1999 require employers and self-employed people to carry out a risk assessment at each place of work. In Northern Ireland, the Management of Health and Safety at Work Regulations (Northern Ireland) 2000 apply.
- The Control of Substances Hazardous to Health Regulations 2002 (COSHH) require employers and the self-employed to reduce the risk posed to customers by identifying health hazards, introducing controls and monitoring their effectiveness. In Northern Ireland, the Control of Substances Hazardous to Health Regulations (Northern Ireland) 2003 (COSHH) apply.
- The Provision and Use of Work Equipment Regulations 1998, which apply in England, Wales and Scotland, require all work equipment to be suitable for its purpose and employees trained in its safe use. Equipment such as autoclaves used for sterilising equipment must also be maintained in good working order and inspected regularly. The Provision and Use of Work Equipment Regulations (Northern Ireland) 1999 apply in Northern Ireland.
- The Personal Protective Equipment at Work Regulations 1992, which apply in England, Wales and Scotland, specify the circumstances in which protective equipment, such as gloves and overalls, must be supplied and used. In Northern Ireland, the Personal Protective Equipment at Work Regulations (Northern Ireland) 1993 apply.
- The Data Protection Act 1998 imposes controls on the management and use of information relating to clients. It stipulates that information must be fairly and lawfully processed, used only for its clearly intended purpose and held securely.

## Further information

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BOP 29 Mobile Beauty Therapist

BOP 127 Tanning Salon

BOP 128 Nail Technician  
BOP 189 Barber Shop/Male Grooming Salon  
BOP 443 Massage Therapist  
BOP 519 Beauty Salon

## Useful contacts

British Association of Beauty Therapy & Cosmetology (BABTAC)  
Tel: 0845 250 7277  
Website: [www.babtac.com](http://www.babtac.com)

Hair and Beauty Industry Authority (Habia)  
Tel: 0845 230 6080  
Website: [www.habia.org](http://www.habia.org)

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