

BOULEVARD

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The Complete Salon Equipment Guide

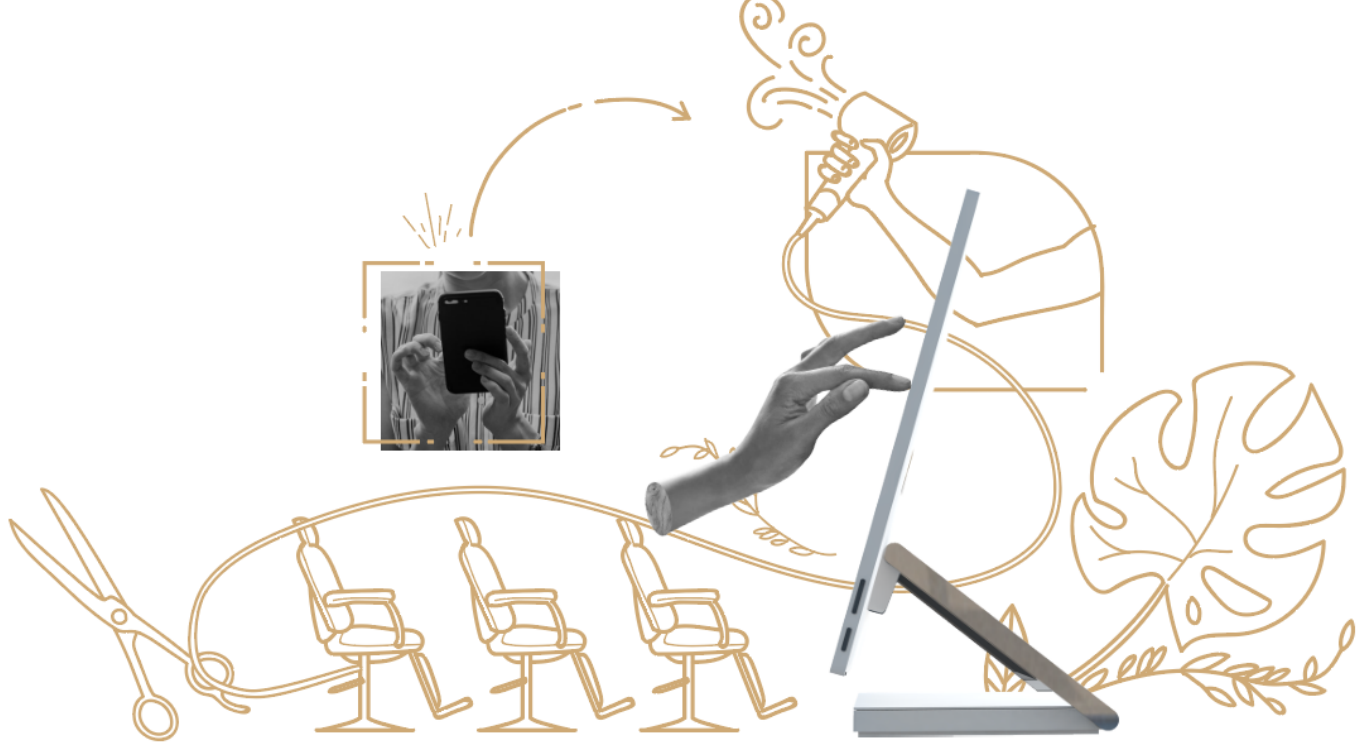
Everything You Need to
Outfit Your Salon





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Introduction

Salon owners know there's more to starting a business than professional cosmetology licensure.

You must buy or rent a location, locate comfortable furniture, and order enough salon equipment to support clients and stylists. Without these considerations, your salon is little more than a few empty rooms.

The salon equipment you choose defines your brand and places a considerable impact on your budget. Beyond scissors, clippers, towels, and product,

how do you run a professional hair salon without shampoo bowls and salon chairs? Whether you're starting a salon from the studs up or scaling your existing operations, these are the crucial details that you need to get right.

In our salon equipment guide, we've summarized the essential items you should consider in checklist form, complete with price ranges. Depending on your services, you may not need everything on this list — but it's safe to say everything you need to get started is right here.

General salon equipment

Whether you run a small beauty salon or a full-service salon and spa operation, every beauty business needs a few basics.

Reception area equipment

The first thing your clients see isn't the salon proper, but the reception area. You'll need a space to manage appointments, take incoming calls, and keep visitors occupied until their seat is ready.

Reception desk (\$500-\$20,000)

Look for designs that match your brand aesthetic, be it modern or traditional. Just remember that price often reflects durability and overall quality.

Business phone (\$50-\$200)

While buying a basic phone might seem tempting, you'll need a setup that manages at least two lines while keeping someone on hold. You'll also need a business line, which can run an additional \$25 to \$50 depending on features.

Chairs for visitors (\$65-\$150)

Waiting room chairs can be as simple or elaborate as your price range allows, as long as it matches your aesthetic. You probably don't want to overspend for chairs that people won't sit in for too long.

General supplies

Outside of the basics, it never hurts to have side tables, magazines, or even toys to keep kids busy.

COVID-19 GUIDANCE:

Reception areas

Due to COVID-19 guidelines and restrictions, many states advise against allowing customers to wait in reception areas. While these restrictions vary state-by-state, we highly recommend that you implement practices that maintain social distancing to protect clients and stylists.

- **Remove unnecessary reception area items:** To limit transmission of the virus, remove items such as magazines, newspapers, beverage stations, or unnecessary decor from your salon's entrance.
- **Do not accept walk-ins:** Limit your services to appointments made by phone, email, or self-serve booking tools. Online booking software can help maximize efficiency.
- **Limit number of people in the waiting area:** Instead of inviting clients to wait in a reception area, ask them to wait in their vehicles or line up outside with clear six-foot gaps.
- **Maintain social distancing requirements:** Ensure that everyone indoors maintains a distance of at least six feet from each other, except for a stylist directly serving a client. Avoid double-booking individual stylists to limit client exposure.

For more information, find out the legal requirements of your state.

Retail display shelving

Price range: Highly variable

Beauty products can be a valuable revenue stream if you display and promote them effectively. That means selecting display units that are accessible, easy-to-clean, and match your brand aesthetic.

- There are countless shelving designs to choose from, such as standard assembly bookshelves, built-in wall shelves, or floating shelf units.
- Pick a design that reflects your space — don't go large if you don't have the space to do so.

COVID-19 GUIDANCE:

Curbside Pick-up

While offering hair and beauty products usually is a valuable secondary service, it gets more complicated when curbside pick-up is the only distribution option. Make your life easier with the following steps:

- **Create online order forms:** Offer online channels for users to browse your products and make purchases.
- **Set up a designated pick-up area:** Create a space where clients will only be picking up items so they can arrive and leave as quickly as possible. Assigning one or two parking spots with signs is ideal.
- **Don't forget about customer service:** Just because you're handing over purchased products doesn't mean you can forget about customer service. At a minimum, bag items and offer to put them in vehicle trunks if you're able to do so.

For more information, check out this [curbside pick-up guide](#) from the Better Business Bureau.

Commercial laundering equipment

Whether you manage a one-person salon or a full-fledged beauty destination, laundry is a crucial investment. Between towels, aprons, and other linens, salons go through high volumes of laundry every day. With commercial-grade washing and drying machines, you'll be able to keep up with any additional loads.

Front-load washers

(\$3,500-\$20,000 per unit)

Front-load commercial washers are better at stain removal and energy-efficiency but tend to be more expensive per unit. They also require specialized care and use to prevent breakdowns and mold growth.

Top-load washers

(\$500-\$700 per unit)

Top-load commercial washers are easier to maintain, cheaper, and suffer less risk of equipment harm when overloading. Energy and water costs tend to be higher.

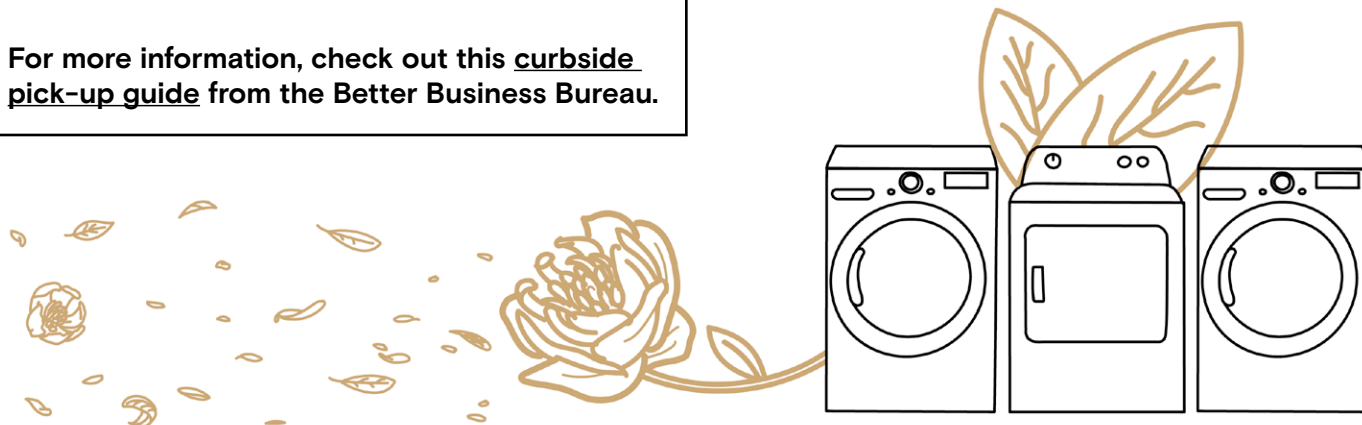
Dryers

(\$2,000-\$5,000 per unit)

Commercial dryers come in standard and stacked varieties. The latter is more expensive but can save on space for multiple units.

Miscellaneous costs

Don't forget to consider miscellaneous costs, such as hot water heating and detergent.





Outdoor signage

Price range: \$100-\$1,000

The easiest way to promote your salon is to guarantee everyone can see it. Along with advertising your business, signs can display messaging on special promotions and deals.

Custom vs. Stock signage

Custom-designed signs stand out but are also far more expensive. Stock signs are easier to purchase wholesale and replace as needed.

Sign size and materials

Larger signs and higher-quality materials get attention, but they also drive up costs — especially if you decide to implement custom lighting.

Think about colors

Your sign should match your brand designs, but keep in mind that additional colors will likely increase sign cost.

Checklist and price ranges

Reception Area Equipment

Reception Desk	\$500-\$20,000
Business Phone	\$50-\$200
Reception Area Chairs	\$65-\$150

Retail Display Shelving

Shelving	Highly variable
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Commercial Laundry Equipment

Front-load Washer	\$3,500-\$20,000
Top-load Washer	\$500-\$700
Dryer	\$2,000-\$5,000

Outdoor Signage

Signage	\$100-\$1,000
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Hair salons

Hairdressers and barbers need more than just a pair of scissors to do their work. You'll need items like aprons, shampoo stations, and a wide range of products to help clients look their best.

Aprons and cutting capes

Salons need aprons and cutting capes to ensure that hair doesn't get all over everyone's clothing.

Aprons (\$15-\$25)

- **Brand aesthetic:** Stylist aprons also double as semi-official uniforms of your salon. Look out for designs that will complement, not clash with, your brand.
- **Functionality:** While optional, stylist aprons can include pockets for equipment like hair clips or curlers.

Cutting Capes (\$18-\$30)

- **Brand aesthetic:** As your apron should complement your brand, so should the color of capes wherever possible.
- **Comfort:** Capes should be worn comfortably without irritating the skin or weighing down on clients.

COVID-19 GUIDANCE:

Disposable capes

Sanitization demands are paramount, which means stylists will need to rely more on disposable equipment. Instead of washing capes, consider using disposable capes that can be thrown into a designated bin and removed after hours. Even if your state doesn't require such measures, it's an excellent client courtesy that should help them feel safe and comfortable.

Though recommendations vary, California has released comprehensive guidance on capes and linens.



Towels

Price range: \$10-\$25

If nothing else is true about successful salons, they go through a lot of towels each day. Thankfully, wholesalers and distributors can offer high towel volumes so you can focus on hair volume.

Sizes

Depending on your salon's services, you'll want a range of sizes — from hair towels to full body. Just remember that large towels will take longer to dry.

Absorbency

The more absorbent your towel is, the drier your clients will end up after a session.

Stitching

Just because you're buying towels at wholesale doesn't mean they should be low quality. Look for tight stitching that prevents fraying over multiple loads.

Hand mirrors

Price range: \$15–\$20

One of the best feelings for a client should be seeing how their hair looks after an appointment. The simple hand mirror lets you share that perspective from all angles.

Size

When looking at sizes, focus on the reflective surface over the entire product. Eleven inches or more is ideal.

Ergonomic

While the mirror will generally be used briefly after each appointment, it should still be safe and comfortable to pick up frequently.

Brand aesthetic

Your mirrors should be functional while also matching the style of the salon.

Spray bottles

Price range: \$5–\$16

Whether you need an easy way to spread moisturizer or simply need to get someone's hair wet, spray bottles are an essential item at any hair salon.

Mist-based

Stylists can't use just any spray bottle — look for fine mist spray bottle with nozzles that spread evenly across the hair called flarisols.

Ergonomic

While the mirror will generally be used briefly after each appointment, it should still be safe and comfortable to pick up frequently.

Brand aesthetic

Your mirrors should be functional while also matching the style of the salon.

Hair clips

Price range: \$1–\$10

For sectioning during cuts or just when you need hair to stay in place, hair clips make that happen. Just be sure to sanitize them between clients.

Comfort

Depending on the service, clients might have clips in their hair for some time. Don't make it painful for them. Look for no-snag clips with rubberized clamps.

Easy to clean

Whether metal or plastic, clips should be easy to clean between each client.



Combs and brushes

Price range: \$5–\$200

Need to detangle, part, or blow out your client's hair? Having the right comb or brush at your disposal makes all the difference.

Know your brushes

Paddle brushes are great for detangling all hair types, but wide tooth combs are ideal for wet hair. Vented brushes are useful when blow-drying hair, while looper brushes account for hair extensions. Buy a range of brushes and combs that will account for every service you offer.

Consider wholesalers

Quality combs and brushes can vary wildly in price. For brushes that need frequent replacing, consider purchasing in bulk from a wholesaler.

Salon scissors

Price range: \$30–\$200

As you can imagine, commercial-grade scissors are one of the most critical investments in your salon, but that doesn't necessarily mean they're expensive. Your goal is to find scissors with a high return — ideally, scissors should be able to handle 400–500 uses before they must be sharpened or replaced.

Shear variety

Hair-cutting scissors come in a variety of shear types — straight shears are for standard cuts while blending and thinning shears remove weight and create distinct styles.

Scissor length

As a general rule, long scissors (6-inches or more) are suited to basic trims while short scissors (approximately 5-inch blades) manage details.

Scissor maintenance

Scissors must be regularly oiled and periodically sharpened to maintain their edge and quality cut.



Hairdryers

Any hair salon will need to be well-equipped with handheld and hooded hair dryers to meet the varied styling needs of customers.

Handheld (\$25–\$400)

Smaller handheld dryers take up less space and can produce free-flowing hairstyles with movement and body.

Hooded (\$120–\$700)

Hooded hair dryers are larger, but ideal for long-lasting molded styles that will hold in place evenly across the head.

COVID-19 GUIDANCE: Hairdryers

As of writing, there is no evidence that hairdryers spread contaminated air or endanger clients and stylists. That being said, stylists should limit the time clients spend indoors to minimize COVID-19 exposure. Temporarily restricting services that require hooded dryers is one way to accomplish this goal. You can also take the extra precaution of asking clients to come in with pre-washed and dried hair.

If you choose to use hairdryers at this time, be sure to use an EPA-registered disinfectant between clients.

Hair straighteners

Price range: \$40–\$500

Hair straighteners have come a long way in recent years, thanks to products that account for every hair type and budget. Here's what stylists should keep in mind:

Titanium vs. ceramic

Stylists prefer titanium straighteners for individuals with coarse hair because of its rapidly-heating high temperatures. Ceramic straighteners operate at lower temperatures, protecting hair while maintaining effectiveness for most hair types.

Curling Irons

Price range: \$12–\$75

While some clients need to straighten their hair, many others desire professionally-maintained curls. Much like with straighteners, there are many considerations to keep in mind:

Material

Along with ceramic and titanium curling irons, salons can purchase tourmaline and gold irons, each of which has different impacts depending on hair thickness.

Size

Curling iron barrel sizes should reflect hair length, but also influence curl size. For example, a $\frac{3}{4}$ inch barrel will produce tight ringlets while a 1 $\frac{1}{2}$ inch barrel allows for loose waves.

Heat

Thin hair will burn if it is exposed to over 300 degrees Fahrenheit, but thick hair can handle up to 450 degrees. You'll want those \$15–\$70 protective sprays as well.

Shapes

The shape of each curling iron will produce corresponding impacts on hair. Thin wands produce

natural-looking waves, and irons with multiple barrels create S-shaped waves.

Hair clippers

Price range: \$50–\$200

Outside of perhaps scissors, electric hair clippers are among a stylist's most frequently-used tools, especially when taking lots off the top.

Material

Every clipper is different, so it helps to check the materials for quality. Hair clippers made of toughened plastic resin will be far more durable than standard plastic.

Blade

Check for any guarantees relating to the blade. Be sure to frequently clean and oil the blade as well.

Motor

The size and power of clipper motors are often the best indicators of a clipper's long-term performance.



Salon chairs

Price range: \$150–\$2,000

Your clients will spend most of their time in the salon seated in a chair. The last thing you want is for that position to be a painful experience!

Comfort

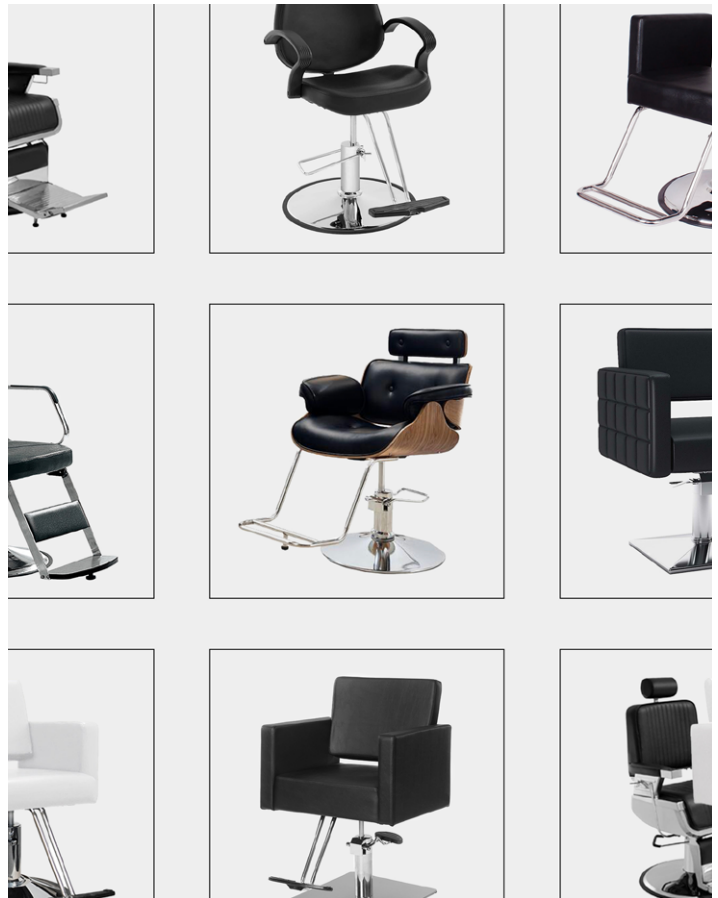
Is the chair comfortable not only for clients but also for stylists? You must be able to adjust the chair easily and navigate around it as you work.

Cleaning and maintenance

Salon chair fabric should be easy to sanitize between clients. What's more, it should be easy to replace hydraulic fluid when necessary.

Brand aesthetic

Salon chairs must match your brand's color and style as much as any piece of salon equipment.



Salon carts & trolleys

Price range: \$150–\$450

If your stylists don't have fixed stations, a salon cart or trolley can easily manage and transport all necessary equipment at once.

Heavy-duty

Salon carts will be used frequently, so find one with strong, durable materials that can outlast constant movement.

Well-organized

The best salon carts have enough room for everything a stylist needs, organized into convenient shelving spaces.

Set to stylist height

Stylists shouldn't bend down frequently to collect equipment from their carts. Try to find carts with suitable heights.

Shampoo station (backwash)

Along with the standard station for stylists, you'll need space to wash your client's hair. Doing so requires the use of specialized seating and equipment:

Shampoo Bowl (\$150–\$500)

While not as robust as a sink or shower, shampoo bowls create a space to lather and rinse hair a few steps away from the regular station.

Neck rest (\$15–\$125)

Not all shampoo bowls are comfortable. A neck rest made of rubber or silicon can make it more convenient for clients.

Shampoo Chair (\$100–\$225)

Specialized shampoo chairs make it easier to adjust the seat for your client. Some expensive models even come with built-in shampoo bowls to act as a complete station.

Hairstyling stations

Price Range: \$200–\$1,000

This is where the magic happens! While salon stations use much of the equipment above, you'll need a dedicated station to meet a client's beauty needs.

Mirror

A large-scale mirror allows both the stylist and the customer to see how the work is proceeding.

Furniture

Built-in shelving and cabinetry can store all of your necessary equipment, rendering a cart unnecessary.

Sanitation Station

Leave enough space to place a disinfectant jar for combs and brushes, so the client feels secure that everything is clean and sanitized.

Ring light for salon photos

Price Range: \$50–\$130

One optional but immensely valuable salon marketing product is a ring light. This lets you set up simple photo stations with a backdrop where clients can take clear pictures of your work and share them on social media.

Dimmable

If lighting conditions change throughout the day, dimmable lights let you adjust local settings.

Camera holder

Some lights come with a built-in phone camera holder for convenient angles.



Cleaning products

Price Range: \$50–\$130

Stylists need to clean their space between each client, along with in-depth vacuuming and surface cleaning once time allows. Make sure you have the following:

Hand sanitizer (\$3–\$25)

For a quick hand cleaning between clients.

Disinfectant Jar (\$16–\$30)

This jar is a specially-designed container for sanitizing combs and various other pieces of salon equipment. Remember to stock up on the salon-grade disinfectant of your choice.

Vacuum (\$300–\$575)

While it's cheaper to sweep up with a broom, sometimes the most effective option is a vacuum designed specifically for hair.

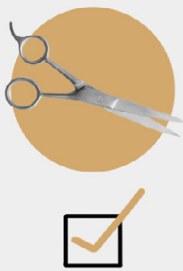
COVID-19 GUIDANCE:

Sanitization

During the COVID-19 pandemic, proper salon sanitation is more important than ever. It's essential to have clean towels and capes for clients and use sanitizers and disinfectants to clean stations and equipment between appointments. To help, Barbicide now offers a free industry-standard COVID-19 sanitization course.

Visit [Barbicide's course page](#) for more details.





Checklist and price ranges

Aprons and Cutting Capes

Aprons	\$15-\$25
Cutting Capes	\$18-\$30

Towels

Towels	\$10-\$25
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Hand Mirrors

Hand Mirrors	\$15-\$20
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Spray Bottles

Spray Bottles	\$5-\$16
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Hair Clips

Hair Clips	\$1-\$10
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Combs and Brushes

Combs and Brushes	\$5-\$200
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Hair Cutting Tools

Salon Scissors	\$30-\$200
Hair Clippers	\$50-\$200

Hair Dryers

Handheld Dryer	\$25-\$400
Hooded Dryer	\$120-\$700

Straighteners and Curlers

Hair Straighteners	\$40-\$500
Hair Curlers	\$12-\$75

Salon Chairs

Salon Chairs	\$150-\$2,000
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Salon Carts and Trolleys

Salon Carts and Trolleys	\$150-\$450
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Hairstyling Station

Mirror	\$100-\$500
Furniture	\$100-\$500

Shampoo Station

Shampoo Bowl	\$150-\$500
Neckrest	\$15-\$125
Shampoo Chair	\$150-\$225

Lighting

Ring Light	\$50-\$130
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Cleaning Products

Hand Sanitizer	\$3-\$25
Disinfectant Jar	\$16-\$30
Hair Vacuum	\$300-\$575

Nail salons

Nail salons have quite a bit of overlap with hair salons, but stylists must account for some specialized equipment needs.

Manicure stations

Price Range: \$200–\$1,000

The manicure station is the central element of any nail salon, which means it must be comfortable for clients and well-equipped for stylists. Be on the lookout for the following salon equipment items:

Manicure table (\$100–\$750)

A nail salon manicure table holds all the polish, brushes, and equipment a stylist will need. Advanced versions include custom lighting and motorized vents to draw fumes away.

Manicure stools (\$100–\$200)

Stylists will need to sit while working with clients, but a full chair isn't necessary. A comfortable and fashionable seat will suit this need while matching your brand aesthetic.

Pedicure chairs

Price Range: \$1,000–\$10,000

Much like hairdressing salon chairs, pedicure chairs let clients get comfortable while stylists work. These seats should have padded recliners, while advanced models may include built-in foot baths.

Padded recliners

These help clients get comfortable for their session. to draw fumes away.

Built-in foot baths:

These optional baths let stylists conduct pedicures without taking up additional space on equipment. Depending on your brand and budget, these needn't

be built-in. You could use simple and elegant pedicure bowls (but be aware, these too can run several hundred dollars).

Nail drying station

Price Range: \$50–\$500

Assuming a non-UV service, once a client's nails are finished, they must put them under drying lamps to prevent smudging. Prices will vary depending on whether you buy an individual lamp or a complete drying station table set. UV manicure and pedicure lights will also be required for UV-services like gel and shellac manicures and pedicures.

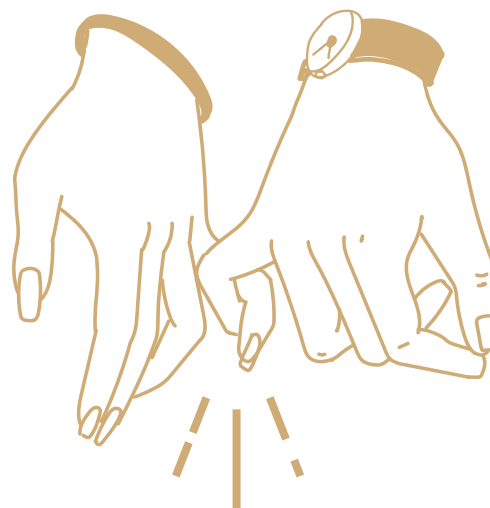
Nail polish racks

Price Range: \$50–\$1,000

As with hair salon shelves, polish racks conveniently display nail products that clients may want to purchase for home use. Prices for polish racks will vary by size and material quality.

Display model

Nail polish racks typically come in the form of wall-mounted or rotating displays that clients can easily access.



Manicure/pedicure supplies

Price Range: Up to \$20,000

When your nail salon first launches, product inventory will be a daunting purchase. Restocking will be more reasonable over time and a promising reminder that clients are using your services.

Beauty supplies

The actual products used during manicures and pedicures, such as lotions, foot soaks, nail files, pedicure slippers, hand tools, drills, acrylic powders, and callus removers.

Cleaning supplies

The products used for cleaning up nail polish, along with surface cleaner and towels.

Equipment sanitizers (\$50–\$150)

Once equipment and washbasins have been cleaned, they will need to be sterilized before used for another client. Heat-based and UV ray models are both available in today's market.

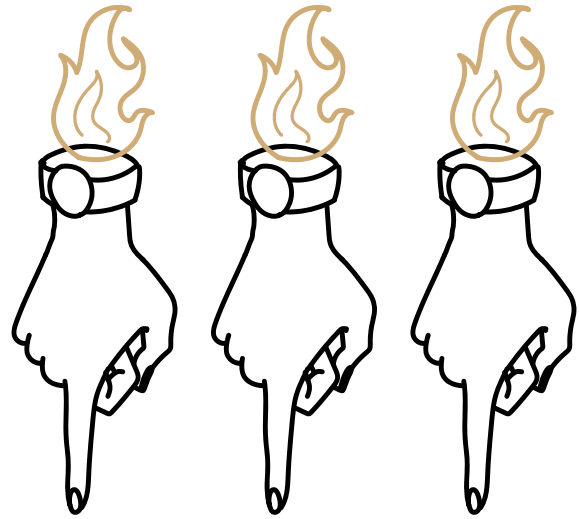
COVID-19 GUIDANCE:

Nail salons

Long nails can become a breeding ground for viruses like COVID-19. That means nail salons must take extra precautions with clients, including:

- **Scrubbing under nails:** Be sure to properly clean and sanitize the space under the nail, particularly if they have a “free edge.”
- **Sterilizing work stations:** Use an autoclave to disinfect salon tools and follow cleaning and sanitization procedures.

For more information, take a look at these [COVID-19 nail sanitization recommendations](#).



Checklist and price ranges

Manicure Stations

Manicure Table	\$100–\$750
Manicure Stools	\$100–\$200

Seating

Pedicure Chairs	\$1,000–\$10,000
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Nail Drying

Nail Drying Station	\$50–\$500
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Product Display

Nail Polish Racks	\$50–\$1,000
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Manicure/Pedicure Supplies

Beauty Supplies	Up to \$15,000
Cleaning Supplies	Up to \$5,000
Equipment Sanitizers	\$50–\$100

Protecting stylists during COVID-19

The COVID-19 pandemic is one detail that will radically change salon equipment purchases.

While personal protective equipment (PPE) is already considered essential for stylist and client safety, coronavirus has elevated them to an unprecedented degree. And stylists cannot ignore them — even if precautions weren't legally required, clients quickly turn against salons that fail to implement the correct procedures.

It's important to note that COVID-19 protection standards are relatively new, and will change as pandemic statuses are updated. That being said, as of writing this report, there are several steps salons can take to make their working environment safer for everyone.



General best practices

While specific recommendations will vary by state, a few general best practices have emerged, from accredited sources throughout the beauty industry. Below is a list of recommendations, but be sure to review the guidelines for your particular region.

1. Deep clean & sanitize

Before reopening, salons should thoroughly clean and disinfect using EPA-registered and labeled bactericidal, virucidal, and fungicidal disinfectants. Follow these CDC guidelines, and consider outsourcing to a professional disinfection company for large facilities.

2. Wear face masks

Salons staff should wear face masks at all times. Clients should also wear masks as much as possible. For hair salons, advise clients to use masks that hook around the ears so hair is accessible.

3. Practice social distancing

With the sole exception of stylists working directly with a client, clients should maintain a six-foot distance at all times.

4. Restrict the number of people indoors

Salons should limit the number of people inside to reflect social distancing practices. Additional individuals should wait for their turn outside.

5. Take temperatures

Consider checking staff and clients' temperatures before they enter the salon. Use a no-contact thermometer with infrared scanning to take temperatures from a safe distance.

6. Use a release form

Before stylists serve a client, they can ask clients to sign a release form to answer the following questions.

- Do you currently have a fever, cough, or sore throat?
- Have you come in contact with anyone with these symptoms within the past two weeks?
- Are you living with anyone who is ill or under quarantine?



7. Wash hands regularly

Staff should wash their hands for 20 seconds between each appointment, and at least once per hour.

8. Use neck coverings

At hair salons, staff should wrap a towel or neck strip around each client's neck during appointments to avoid contact with skin.

9. Replacing PPE equipment

Stylists should change or discard equipment used for each client, including capes, towels, gloves, and other items. Reusable items should be disinfected following each appointment.

10. Consider virtual consultations

At hair salons, stylists may prefer to hold virtual consultations with clients to review photos or plan for complex treatments in advance of appointments. Doing so will limit the amount of time needed for person-to-person contact indoors.

Personal protective equipment for salons

Personal protective equipment (PPE) is crucial for protecting stylists and clients alike, whether from COVID-19 or harmful chemicals in products. Be sure to include the following items in your standard salon equipment purchases.

Hand protection

Price Range: \$10–\$15

Disposable gloves can help prevent the transmission of viruses of COVID-19 while protecting stylists from any harmful chemicals in their products.

Material

Latex gloves protect against the majority of common substances in hairsprays and nail polishes. Latex, vinyl, and nitrile also prevent harm from formaldehyde in nail polishes.

Eye protection

Eye protection is necessary to protect clients and stylists from being exposed to products near their faces. These protections apply to certain hairspray products or nail products that transmit when touching your face.

Safety glasses (\$15–\$30 per pack)

These glasses prevent stylists from splashing chemicals on their eyes or touching their face while helping a client.

Face shields (\$8–\$15)

Hairspray face shields protect clients when hairspray products are being applied near their faces.



Respiratory protection

It's crucial for salons to invest in respirators and face masks. This will protect clients and stylists from COVID-19 and from dust and airborne contaminants that harm the lungs or trigger asthma attacks.

Respirators (\$30–\$150)

Once secured to a stylist's face, these respirator masks use filters to protect the wearer from airborne contaminants. Always double-check that your chosen model protects from COVID-19.

N95 face masks (\$20–\$50 for a ten-pack)

These disposable respirator masks filter out 95% of airborne particles when secured properly. They are particularly effective at preventing the wearer from transmitting viruses like COVID-19.

Checklist and price ranges

Hand Protection

Disposable Gloves	\$10–\$15
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Eye Protection

Safety Glasses	\$15–\$30
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Hairspray Face Shields	\$8–\$15
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Respiratory Protection

Respirators	\$30–\$150
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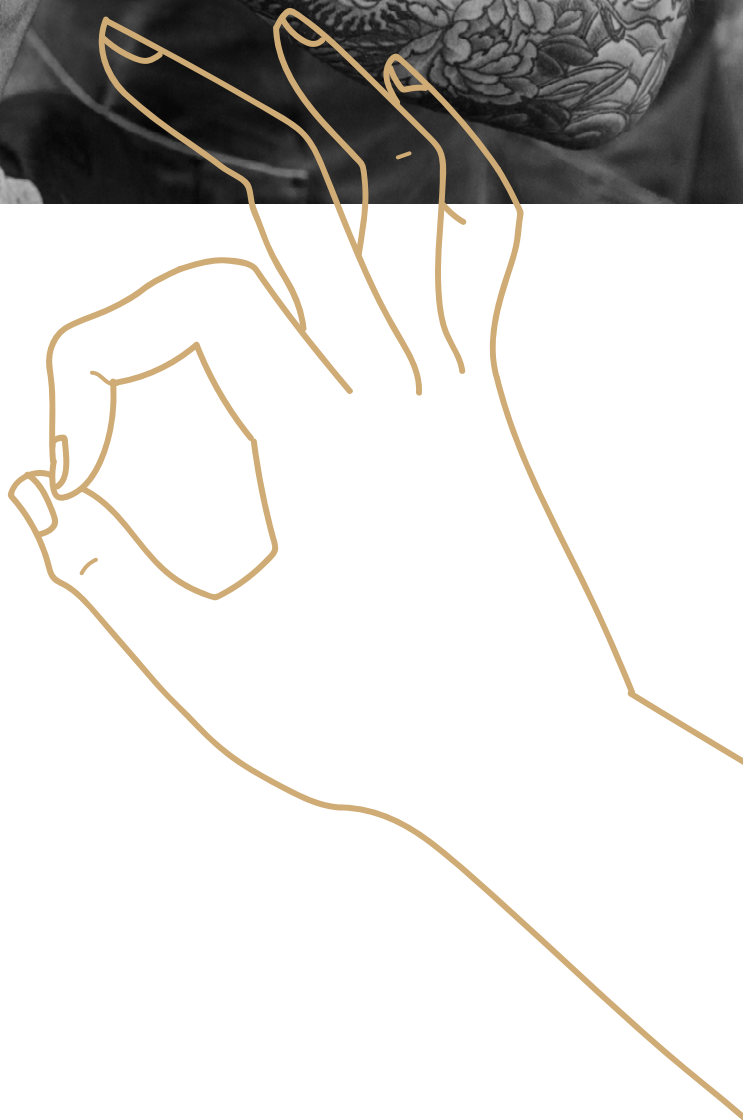
N95 Face Masks	\$20–\$50 for a ten-pack
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Conclusion

As the saying goes, a blacksmith is only as good as their tools. Likewise, a hairstylist or nail specialist is only as good as their salon equipment.

Modern stylists need to adapt to everything from COVID-19 to new technologies that make appointments easier to manage. There are a million ways to help clients look their best, but seeking quality salon equipment — that matches your expertise — will undoubtedly give you an edge.



About Boulevard

Boulevard is reimagining the way people shop and pay for luxury services. We believe the right technology can transform businesses and the clients they serve.

Boulevard is transforming business management for premium beauty service brands through our proprietary platform-as-a-service. Developed in collaboration with industry-leading owners and operators, our solution is the only management tool built specifically for appointment-based businesses that deliver ease-of-use with style and sophistication. Founded in 2016 and based in Los Angeles, Boulevard is carefully designed to automate workflows and drive revenue while allowing brands to offer a personalized experience that keeps clients coming back.

From the front desk to the back office, Boulevard helps businesses like yours take care of business. On the front-end, our platform offers an elegant and streamlined online booking experience. On the backend, it reduces downtime, eliminates appointment gaps, and provides sophisticated measurement and reporting tools. Every client also has access to a dedicated support team who can help within minutes.

Here's what the data says...

16%

more services booked

71%

fewer no-shows & late cancels

18%

more retail value

24%

more gratuity from clients

** Average impact T+90 days after switching to Boulevard*

Curious to tour the technology? Reach out to our team at sales@blvd.co for a demo today.

