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PERSONAL CARE SERVICES INTENSIFY HEALTH, SANITATION PROTOCOLS AMID COVID-19

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With personal care establishments such as salons and barbershops resuming operations, the prescribed health and sanitation protocols have now been integrated into their operations to mitigate the spread of COVID-19 and ensure the safety of their customers.

In the Department of Health's (DOH) June 24 Beat COVID-19 Virtual Presser, Health OIC-Undersecretary Dr. Maria Rosario Singh-Vergeire featured the innovations implemented in the personal care services sector with experts and representatives of salons, barbershops, and the cosmetics industry. The industry representatives shared how they are all working together in implementing the health and safety guidelines mandated by the DOH and the Department of Trade and Industry (DTI).

"The history of barbershops is medical by nature," said Marco Pascual, president of Bruno's Barbers, noting that even before the pandemic, it has always been imperative for barbershops and salons to practice a stringent sanitation protocol.

The representatives discussed and clarified the required health protocols they rolled out in their stores, such as setting time limits in their procedures and wearing personal protective equipment or PPE.

"The clients and the barbers care for each other. That's where it starts, yung malasakit nila sa kapwa kliyente at kapwa barbero," said Pascual as he stressed the sense of accountability that both their barbers and clients possess. According to Pascual, this is what drives them to cooperate in following the health and sanitation measures.

Meanwhile, information dissemination on these intensified health and sanitation measures is also part of the initiatives of L'oreal Philippines, as explained by Michael Indon, the education manager of the cosmetics brand. More than educating employees on infection control and prevention measures, Indon explained how they support and empower workers by ensuring they are also healthy and protected.

The sanitation and disinfection of these establishments have also added value to the salons and barbershops. "It's so comfortable and nice right now to go to salons. It smells good and everything is so clean," said Andrea Zulueta-Lorenzana, general manager of the full-service salon Piandre, as she explained the changes done in their salons following infection control and prevention measures. She noted how clients now feel safer without worrying about overcrowding- a common scene in these establishments prior to the pandemic.

As these personal care establishments resume operations, the Health Spokesperson reminded the public to remain vigilant. "Habang tinutulungan natin ang ating ekonomiya na makabangon mula sa lockdown, huwag po natin kalimutan na may virus pa rin tayong kinakalaban. Lahat tayo ay kasama sa solusyon," she said.

According to the Spokesperson, being mindful of the health and safety protocol will enable the country to work together in ensuring that Filipinos remain safe and protected from the virus. "Let's be responsible for ourselves, for our loved ones, and for all the members of our community. Iyan po ang true essence of being a bayani at tunay na bayanihan laban sa COVID-19."