



April 29, 2020

Dear DSPS Credential Holder:

It has been a month since Governor Evers directed Department of Health Services Secretary-designee Andrea Palm to issue the [Safer at Home order \(Emergency Order 12\)](#) in order to control the spread of COVID-19. Businesses across the state, including salons and barbershops, were immediately closed to keep customers and service providers safe.

The Safer at Home order, and the physical distancing it requires, is working to curb the spread of disease. Wisconsin is on a far different trajectory in terms of infection, hospitalizations and death than we would have been otherwise. And because everyone is doing their part by staying safer at home, we have saved lives together.

But we're not in the clear just yet—we still have a lot of work to do to ensure we can reopen our economy safely. Even [federal guidelines](#) for states show that Wisconsin is not ready to lift our Safer at Home order yet.

That is why, on Thursday, April 16, Governor Evers directed Secretary-designee Palm to issue [Emergency Order 28](#). This emergency order, which went into effect on April 24, 2020, extends the earlier [Safer at Home order](#) that implemented social distancing practices and closed nonessential businesses, including salons and barbershops, to customers. This was a difficult decision but the right decision—the health and safety of the people of our state must come first.

Yet while our new Safer at Home order includes the important protections that are keeping people safe, it also includes new flexibilities. [EO 28](#) allowed some nonessential businesses to offer limited services under specific conditions. These services include the sale and delivery of products through curbside customer pickup as long as the businesses operate within all other EO requirements. [Executive Order 34, the Interim Order to Turn the Dial](#), further extended those flexibilities to even more businesses.

The Department of Safety and Professional Services has received several questions about whether, under EO 28 and EO 34, licensed cosmetologists could prepare at-home color kits and deliver them to clients through curbside pickup. The answer is yes. Delivery of color kits via curbside pickup will be allowed if all the requirements of the order are met, including the following:

- All operations must be performed by one person with only that one person in a room or confined space, including a car or truck, at a time.
- Goods must be purchased online or by phone before pick-up.
- The goods must be pre-packaged by the manufacturer, distributor or store/salon.
- The salon may not require a signature by the customer.
- The salon must schedule pick-ups to ensure compliance with social distancing requirements as defined by Section 16 of the [Safer at Home order](#).

*Please note that permission to provide curbside pickup does not exempt salons or individual licensees from potential liability associated with the use by untrained persons of products that are typically used and applied by a licensed professional at a salon.*

Of course, I know what many of you want to know is when salons and barbershops can reopen. On April 20, Governor Evers issued [Emergency Order 31](#) and the [Badger Bounce Back](#) program with goals and steps for restarting the economy and getting people back to work. The [Badger Bounce Back](#) plan is a phased approach to reopening businesses and resuming gatherings. There is no set timeline for Badger Bounce Back. It will be implemented in stages as different COVID-19 targets are met (see Wisconsin's Gating Criteria on page 2 of [Badger Bounce Back](#)).

I understand that these continued delays are difficult, and COVID-19 has already presented profound and unforeseen challenges to salons and other Wisconsin businesses. Many small businesses and independent contractors—including a vast number of Department of Safety and Professional Services credential holders—are hurting. I have only heard from a few of you, but I know that these circumstances are affecting all of you. Governor Evers and I take your concerns to heart.

In addition to working around the clock to slow the spread of COVID-19 and help health systems prepare for an influx of sick patients, Governor Evers and his entire administration have also been focused on providing support to businesses during these difficult times. The Wisconsin Economic Development Corporation has resources for business owners looking for assistance or relief. Please visit their [website](#) for more information on resources available through WEDC, the state of Wisconsin, the federal government, and other programs.

The Department of Workforce Development is also now accepting applications for [Pandemic Unemployment Assistance](#). PUA is a new temporary federal program that provides up to 39 weeks of unemployment benefits to individuals who are not eligible for regular Unemployment Insurance (UI), such as individuals who are self-employed, certain independent contractors, individuals with limited recent work history, and other workers not covered by regular unemployment insurance. Visit the [DWD website](#) to see if you qualify and for instructions on applying.

Also, we know our customers have many questions about how the public health emergency itself affects them. We are regularly updating the [DSPS website](#), and we encourage you to visit often as the situation continues to evolve. Also, [DHS](#) has a wealth of information and resources on COVID-19 cases in Wisconsin, the disease itself, Safer at Home strategies, and more.

I realize there is a lot of information here to take in and a lot of websites to visit for more. I also know that you are eager to get back to work, and you're looking for some clarity so you can begin to plan how to reopen, how to make customers feel safe, and how to keep your workplace safe for employees. I wish I had exact answers and dates, but how quickly we reopen depends on how well our communities adhere to Safer at Home. And keep in mind that with COVID-19, we aren't going to go back to normal with the flip of a switch. It will be more like turning down a dial. The more disciplined we are now, the faster we can turn it.

The bottom line is that our businesses, our workers, and consumers can't be confident in our economy if we're not confident about our safety and our health. We aren't yet where we need to be, but together we are making progress and we'll get there. For now, we're still encouraging people to stay safer at home while we do everything we can to safely and responsibly reopen Wisconsin as soon as possible.

Sincerely,



Dawn B. Crim  
Secretary-designee