

**STATE OF NEW JERSEY  
DEPARTMENT OF LAW AND PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS**

**ADMINISTRATIVE ORDER AND NOTICE OF RULE ADOPTION  
PURSUANT TO P.L. 2020, c. 18; EXECUTIVE ORDER NO. 154 (MURPHY) (JUNE 13,  
2020); EXECUTIVE ORDER NO. 157 (MURPHY) (JUNE 26, 2020)**

**REOPENING OF PERSONAL CARE SERVICES:  
COSMETOLOGY AND MASSAGE AND BODYWORK THERAPY SERVICES**

**DCA Administrative Order No. 2020-11**

Administrative Order and Temporary Rule Adoption by Paul R. Rodríguez, Acting Director,  
Division of Consumer Affairs

Date: July 1, 2020

Authority: P.L. 2020, c. 18; Executive Order No. 154 (Murphy) (EO 154); Executive Order No.  
157 (Murphy) (EO 157)

Effective Date: July 2, 2020

Expiration Date: Concurrent with the end of the state of emergency or the public health emergency  
declared pursuant to Executive Order No. 103 (EO 103), whichever is later.

\* \* \*

WHEREAS, on March 9, 2020, through EO 103, the facts and circumstances of which are  
adopted by reference herein, Governor Murphy declared both a public health emergency and a  
state of emergency throughout the State due to the public health hazard posed by coronavirus  
disease 2019 (COVID-19); and

WHEREAS, the public health emergency declared in EO 103 has been extended, through  
Executive Order No. 119 (2020), signed on April 7, 2020; through Executive Order No. 138  
(2020), signed on May 6, 2020, and through Executive Order No. 151, signed on June 4, 2020 and  
continues to exist today; and

WHEREAS, on March 21, 2020, through Executive Order No. 107 (EO 107), the facts and  
circumstances of which are adopted by reference herein, to further protect the health, safety and  
welfare of New Jersey residents, Governor Murphy ordered all New Jersey residents to remain  
home or at their place of residence, except in specifically enumerated, limited circumstances,  
implemented social distancing requirements for individuals when in public and required the

closure of the brick-and-mortar premises of all non-essential retail businesses for as long as the Order remains in effect; and

WHEREAS, the implementation of social distancing strategies in EO 107 was based upon the CDC's recommendation to engage in social distancing to limit community spread of the virus, as limiting unnecessary movement of individuals in and around communities as well as person-to-person interaction mitigates community spread of the virus, and the ongoing need to take all possible steps to preserve our health care system's capacity to treat those who require emergency or intensive care; and

WHEREAS, in EO 107, paragraph 9(g), Governor Murphy specifically ordered facilities where personal care services are performed that, by their very nature, result in noncompliance with social distancing guidelines, to close to the public for as long as the Executive Order remains in effect, including cosmetology shops; barber shops; beauty salons; hair braiding shops; nail salons and massage establishments; and

WHEREAS, on April 27, 2020, Colonel Patrick J. Callahan, State Director of Emergency Management, in the exercise of the discretion granted to him by Governor Murphy in Executive Order No. 4, paragraph 7, to clarify the list of the essential and non-essential businesses, issued Administrative Order No. 2020-10, and therein ordered that "licensees, owners, operators, employees, or independent contractors of personal care services facilities ordered to be closed to the public in paragraph 9(g)" of EO 107 are not permitted to provide personal care services "in their own homes, the homes of others, or in any facility of business setting unless the individual personal care service provider is providing the service to their household members, immediate family or other individual with whom the personal care services provider has a close personal relationship, such as those for whom the personal care service provider is a caretaker or romantic partner"; and

WHEREAS, on April 8, 2020, through Executive Order No. 122; on April 28, 2020, through Executive Order No. 125; on May 13, 2020, through Executive Order No. 142; on May 30, 2020, through Executive Order No. 149; on June 3, 2020, through Executive Order 150; and on June 26, 2020, through Executive Order 157, the facts and circumstances of which are adopted by reference herein, Governor Murphy required various businesses that are authorized to be open to the public to adopt certain policies to mitigate spread of the virus; and

WHEREAS, through their respective authorities, consistent with guidance provided by the Department of Health, various state agencies also have established requirements for the continued operation of businesses that are authorized to be open to the public, which have included implementing adaptations to the physical space to facilitate social distancing, screenings of employees and individuals, requiring face coverings appropriate to the level of risk, mandating sanitization and limiting person-to-person contact, where feasible; and

WHEREAS, on April 14, 2020, Governor Murphy signed into law P.L. 2020, c. 18, which permits the Director to issue administrative orders to suspend temporarily any provision of Title 45 of the Revised Statutes or suspend or modify temporarily any rule adopted pursuant to such

authority or to adopt temporarily any rule relating to the practice of any profession licensed by a board in the Division, upon concurrence by the Attorney General, after determining that such order is necessary to promote the public welfare and further such other purposes of the state of emergency or public health emergency declared in EO 103; and

WHEREAS, in recognition of the decrease in the rate of reported new cases of COVID-19 in New Jersey, including a reduction in the total number of individuals being admitted to hospitals for COVID-19, Governor Murphy has taken strategic and methodical steps to reopen and relax restrictions on certain businesses and allow a number of lower-risk outdoor activities, while continuing to require measures like social distancing, cleaning, sanitizing, and hygiene practices remain in place, both to reduce additional new infections and to save lives; and

WHEREAS, on June 6, 2020, through Executive Order No. 152, and on June 22, 2020, through Executive Order No. 156, Governor Murphy relaxed restrictions on indoor gatherings, but required other precautions to reduce the risk of transmission of COVID-19 infection; and

WHEREAS, on June 13, 2020, through EO 154, the facts and circumstances of which are adopted by reference herein, in recognition of the decrease in the rate of reported new cases of COVID-19 in New Jersey, including a reduction in the total number of individuals being admitted to hospitals for COVID-19, Governor Murphy rescinded paragraph 9 of EO 107 and declared that cosmetology shops; barber shops; beauty salons; hair braiding shops; nail salons; electrology facilities; spas, including day spas and medical spas, at which solely elective and cosmetic medical procedures are performed; massage parlors, tanning salons, and tattoo parlors, collectively referred to as “personal care service facilities,” are permitted to reopen to the public provided that the facility complies with health and safety standards issued by the Director of Division of Consumer Affairs in the exercise of his authority under P.L. 2020, c.18; and

WHEREAS, on June 13, 2020, pursuant to EO 154, I issued Administrative Order 2020-09 (DCA AO 2020-09) establishing certain mitigation strategies to minimize person-to-person contact, facilitate social distancing and mandate rigorous infection control requirements relating to sanitization and disinfection as preconditions to the reopening and ongoing operation of shops that provide cosmetology services; and

WHEREAS, on June 26, 2020, through EO 157, the facts and circumstances of which are adopted by reference herein, Governor Murphy permitted personal care services to be provided that require the removal of a client’s mask, as of 6:00 a.m. on Thursday, July 2, 2020, provided that clients must wear a face covering at all times before and after the service, and subject to enhanced standards adopted by the Division or Consumer Affairs; and

WHEREAS, in recognition of the protection from transmission of COVID-19 infection afforded by proper use of PPE by licensees, including the wearing of facemasks, face shields, and goggles, even when those receiving personal care services are unable to wear facemasks due to the nature of the service being performed, it is in the interest of public health to establish standards for the provision of personal care services that require the removal of a client’s face covering; and

WHEREAS, it is appropriate to supersede DCA Administrative Order No. 2020-09 (June 13, 2020) to accommodate the changes contemplated by EO 157, and to make other clarifications;

**NOW, THEREFORE**, I, Paul R. Rodríguez, Acting Director of the Division of Consumer Affairs, by virtue of the authority vested in me by the statutes of this State, and EO 154 and EO 157, upon concurrence by the Attorney General, determine that this ORDER is necessary to promote the public welfare and further such other purposes for which the state of emergency and the public health emergency was declared in EO 103 and hereby ORDER:

A. The following words and terms when used in this rule shall have the following meaning, unless the context indicates otherwise:

“Cosmetology Board” means the New Jersey State Board of Cosmetology and Hairstyling, which pursuant to N.J.S.A 45:5B-1 et seq. and N.J.A.C. 13:28- 1 et seq., regulates cosmetologists, beauticians, barbers, manicurists, skin care specialists and hair braiders, as well as shops at which any of such services are offered or performed by any of those licensees.

“Client” means any person receiving services from a licensee of the Cosmetology Board or the Massage Board.

“Licensee” means any person holding a license to engage in any practice within the definition of cosmetology or massage and bodywork therapy in New Jersey.

“Massage Board” means the New Jersey Board of Massage and Bodywork Therapy which, pursuant to N.J.S.A. 45:11-53, et seq. and N.J.A.C. 13:37A-1.1 et seq., regulates massage and bodywork therapists.

“Personal Protective Equipment” (also known as “PPE”) refers to items worn or used by an individual to provide protection against the spread of COVID-19, including but not limited to face coverings, masks, face shields, goggles, gloves, drapes or any other item that provides protection against the spread of COVID-19.

“Premises” means any fixed establishment where practices included in the definition of cosmetology and hairstyling, beauty culture, barbering, manicuring, skin care specialty, and hair braiding are provided, licensed as a shop, or any fixed establishment or place where massage services are provided and which is controlled by an employer registered with the Massage Board or by an individual licensee who does not employ another licensee to provide massage and bodywork services.

“Screening questions” refers to questions which are to be asked during a telephonic or online consultation and at the time of arrival at the premises for an appointment, to screen clients for symptoms consistent with COVID-19, with regard to presentation of a list of symptoms. Such questions must include, at a minimum, the following questions:

- 1) Within the past 72 hours, have you had any of the following symptoms? (Yes or No)
  - Fever or chills
  - Cough
  - Shortness of breath or difficulty breathing
  - Fatigue
  - Muscle or body aches
  - Headaches
  - New loss of taste or smell
  - Sore throat
  - Congestion or runny nose
  - Nausea or vomiting
  
- 2) Within the past 14 days, have you had a known exposure to any individual suspected or confirmed to have COVID-19? (Yes or No) You may answer “no” if you are a healthcare worker whose only exposure to individuals with suspected or confirmed COVID-19 has been in a healthcare setting in which you were wearing appropriate personal protective equipment.

“Staff” or “Staff member” shall include any person employed by a licensee or at premises at which licensees of the Cosmetology Board or the Massage Board provide services as well as, owners, managers, contractors, and administrative personnel.

- B.** All licensees and owners of premises subject to regulation of the Cosmetology Board or the Massage Board are authorized to provide services consistent with the laws and regulations of their respective boards and the applicable scope of practice, unless specifically waived or modified during the state of emergency or public health emergency, and shall be required to adopt and comply, and ensure that their staff comply, with policies that include, at a minimum, all of the requirements below.

**1. Prepare for Reopening the Premises to Facilitate Social Distancing**

- a. Refer to the Occupational Safety and Health Administration’s (OSHA) “Guidance on Preparing Workplaces for COVID-19,” located at <https://www.osha.gov/Publications/OSHA3990.pdf>, as a guide for reopening shops.
  
- b. Install physical barriers, if feasible, to minimize client contact with staff in the reception area.
  
- c. Utilize floor markers (such as signs or tape) to designate six-foot distance in common areas of the premises, including the reception and/or waiting area, client service stations, bathrooms, and employee break rooms. Seating in the reception

and/or waiting area shall be rearranged or removed to ensure that individuals are seated at least six feet apart.

- d.** Reconfigure the premises to ensure that staff-client pairs maintain at least six feet distance between any other staff-client pairs at all times, unless separated in private closed-rooms or by physical barriers. No more than one person may provide services to a client at any given time. Staff and clients who are not providing or receiving services shall remain six feet apart at all times, unless separated by physical barriers. In order to allow for required social distancing, licensees and owners should consider allowing for additional spacing, using divider shields, and/or establishing alternative work schedules.
- e.** Utilize pre-payment or remote, contactless payment options, when possible. If point of sale equipment is utilized that requires a signature or a PIN, then equipment shall be disinfected after each use. If the exchange of cash is unavoidable, cash should be placed on the counter and not exchanged hand-to-hand. In addition, staff accepting cash shall wipe the counter between each transaction and wash their hands with soap or utilize hand sanitizer after each transaction.
- f.** Establish an isolated area for delivery of supplies and materials.
- g.** Clean all surfaces at the premises with hot soapy water, or cleaning wipes prior to reopening and before disinfecting. Hard non-porous surfaces, such as glass, metal, and plastic and all tools should be disinfected even if they were cleaned before the premises was closed.
- h.** Remove items that are intended to be used by multiple persons and are difficult to disinfect to reduce the risk of transmission, including magazines/books/newspapers or other publications; candy dishes; product testers/samples; any and all open food or self-service food or beverage stations (except for contactless beverage dispensers accompanied by single-use cups); and toys.
- i.** Install hand sanitizers for use by clients and staff.
- j.** Train all staff on the importance of reporting symptoms of illness, infection control procedures, cleaning and disinfection, social distancing, proper use of PPE, cough and sneeze etiquette and hand-washing as often as possible, but always after eating, smoking, using the restroom, removing any PPE, and before and after providing client services.
- k.** Post signs at the premises entrance stating that services will not be offered on a walk-in basis as well as signs in common areas and restrooms to advise clients of the importance social distancing, hand washing for at least 20 seconds, face-coverings, and proper coughing and sneezing etiquette.

## **2. Establish Protocols for the Scheduling of Client Appointments**

- a.** Decline to provide services to any clients without a pre-scheduled appointment that has been arranged by telephone, text messaging, or online; no walk-ins shall be permitted.
- b.** Advise clients during the scheduling of appointments of the requirements below.
- c.** Screen no more than twenty-four hours prior to the appointment all clients scheduled for appointments (or, as applicable, the client's parent or guardian) via a telephonic or online consultation or questionnaire that includes the screening questions. Any individual who answers "yes" to any one of the screening questions shall be advised that the appointment cannot take place and if they arrive at the premises, they will be sent home and not permitted to proceed with an appointment, without being charged for the appointment or a cancellation fee, and that fees already paid will be refunded or credited toward a future appointment. If the client responds in the affirmative, the client is to be advised that no appointment can be scheduled for at least 72 hours after being symptom free, without having taken fever-reducing medication or before 14 days after exposure to a suspected or confirmed COVID-19 positive individual. Licensees shall follow CDC guidance to determine when a client may be rescheduled for an appointment.  
<https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>
- d.** Advise clients that anyone coming to the premises will be asked the screening questions again and required to submit to a no-contact forehead temperature check and wear, at a minimum, a cloth face covering at all times, except where doing so would inhibit the individual's health or the individual is under two years of age, or when receiving a service that requires removal of the client's face covering. Clients should be further advised that any individual refusing to wear a face covering, if not exempt, without any other exception, shall be denied entry to the premises.
- e.** Space appointments to allow adequate time for cleaning and disinfecting all nonporous surfaces in between appointments and to minimize person-to-person contact and the number of people on the premises at any given time. If feasible, consistent with social distancing, clients should remain in their cars or outside until they are ready to be seen.
- f.** Limit individuals inside the premises to clients, minor children of clients, a parent of a client if the client is a minor, or a single companion if necessary to assist with communication or mobility. Unless needed in order to assist with the provision of services, all such individuals not receiving services shall maintain six feet distance in the reception and/or waiting area or remain outside, maintaining six feet distance from others, or in their vehicles.

- g. Ensure that occupancy on premises at no point exceeds applicable indoor gathering limits established by Executive Order.
- h. Conduct a forehead temperature check on any clients or accompanying individuals entering the premises; those with a temperature exceeding 100.4 degrees, along with individuals accompanying them, should be denied entry. All thermometers shall be disinfected after each use. Temperature checks should be performed in a manner that complies with CDC guidelines to protect staff, including self-administration, physical barriers, or the use of PPE.
- i. Have clients and accompanying individuals answer the screening questions upon arrival at the premises at the time of the appointment, prior to the provision of services. Any individual who answers “yes” to any of the screening questions shall be advised that the appointment cannot take place; they should be sent home and not permitted to proceed with an appointment. The client shall be advised that no appointment can be rescheduled for at least 72 hours after being symptom free, without having taken fever-reducing medication or before 14 days after exposure to a suspected or confirmed COVID-19 positive individual. Licensees shall follow CDC guidance to determine when a client may be rescheduled for an appointment. <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>
- j. Discourage, or remove from service offerings, any services on the face that would require clients to remove their face covering. If such services are offered, at minimum, advise clients that removal of face coverings increases the risk of transmission of COVID-19 and confirm with the client that they consent to such services.
- k. Stagger work hours of staff or adjust operating hours to limit the number of individuals in the premises at any given time and accommodate social distancing.

### **3. Implement Protocols for Screening All Staff**

- a. Require all staff to respond to screening questions and perform a temperature check by means of a no-contact thermometer or one with a disposable cover, prior to the start of their shift. All thermometers shall be disinfected after each use. Temperature checks should be performed in a manner that complies with CDC guidelines to protect staff, including self-administration, physical barriers, and/or the use of PPE.
- b. Any staff member who answers “yes” to any of the screening questions or who has a temperature over 100.4 degrees, shall not be permitted to enter the premises at that time. Any staff member who develops a temperature above 100.4 degrees or symptoms of illness shall be required to leave the premises immediately. The staff member shall be advised that no return to work will be permitted for at least 72 hours after being symptom free, without having taken fever-reducing medication or



before 14 days after exposure to a suspected or confirmed COVID-19 positive individual. Licensees shall follow CDC guidance to determine when an individual may return to the premises.

<https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>

#### **4. Require Protective Equipment and Supplies**

- a.** Require premises owners, managers, staff, clients, and anyone else in the premises to wear, at minimum, a cloth face covering at all times before, during, and after performing services, except when a client is face down on a massage table, when doing so would inhibit an individual's health, when the individual is under two years of age, or when providing any service that requires the removal of the client's face covering. When providing a service that requires the removal of the client's face covering, other than when a client is face down on a massage table, staff shall wear (1) a mask or face covering *and* (2) a face shield. When providing manicuring services, manicurists may elect to use a table shield in lieu of a face shield. Face shields, goggles and table shields shall be disinfected between each client.
- b.** Provide clients with, at minimum, cloth face coverings, if they arrive for an appointment without a face covering, or decline to provide services. Face coverings need not be provided to those not required to wear them because doing so would inhibit an individual's health or the individual is under two years of age.
- c.** Direct staff to wear gloves when required to handle dirty linens or laundry.
- d.** Utilize disposable paper products to the greatest extent possible, including paper towels in restrooms, in lieu of cloth towels or air dryers, disposable cups and utensils in breakrooms and neck strips, table drapes, chair coverings, which are to be changed after every client, and immediately discard disposable items in a closed container.
- e.** Allow for break time for repeated hand washing between clients, throughout the day.
- f.** Provide supplies for regular hand washing with soap and water, alcohol-based hand rub with at least 60 to 95% alcohol or antiseptic hand wash and use no-touch receptacles for disposal.
- g.** Make sanitizing and disinfectant materials available to staff and clients, such as hand sanitizer and sanitizing wipes for hands and surface disinfecting for environment surfaces.

## **5. Enhance Disinfection and Cleaning Practices**

- a.** Adhere to infection control guidelines by cleaning and disinfecting high-touch areas routinely, and after each use, and at the end of the day, particularly in areas that are accessible to staff or other individuals, including restroom facilities, toilet and sink knobs, light and fan switches, countertops, floors, door knobs, hand rails, water fountains, phones, shared equipment, credit card machines, key pads, displays, and display products (unless kept in an enclosure out of the reach of clients), as set forth at <https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control.html>
- b.** Implement additional infection control measures to assure that all surfaces, stations, tables, rolling carts, chairs, head rests, arm rests, products on stations, and equipment are disinfected between clients.
- c.** Cover massage tables or the warmer and padding, as well as porous, soft surfaces in plastic or a comparable non-porous material and disinfect between clients.
- d.** Allocate sufficient time between appointments to ensure that there will be ample time for appropriate disinfection between clients (10-15 minutes).
- e.** Improve ventilation by increasing the circulation of outdoor air as much as possible, by opening doors and windows and by using HEPA air filtration systems, whenever possible.
- f.** Use disinfectants that are EPA-registered and labeled as bactericidal, virucidal and fungicidal as verified at <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2-covid-19>. Disinfectant for immersion should be made daily and discarded if contaminated. Homemade cleaning products (e.g., vinegar and essential oils) may not be utilized as cleaning agents or disinfectant.
- g.** Ensure that all cloth capes, neck strips, drapes and towels are clean and laundered or disinfected, following the fabric recommendations, between every use, using a disinfectant spray, a disinfectant wipe, or a clean disinfectant saturated towel, and allowed to set according to recommended contact time for the specific product used. Disinfectants can be mixed according to directions and put in a spray bottle for use.
- h.** Place staff garments in a closed container for laundering and disinfection immediately after use. Launder all garments, linens, towels, drapes, and capes in soapy water and dry completely at the warmest temperature allowed until they are hot to the touch prior to reuse.
- i.** Prohibit product-sharing between and among staff and for multi-use products, use single-use disposable applicators to safely remove product without contamination.

j. Perform enhanced cleaning and disinfection after individuals suspected or confirmed to have COVID-19 have been in the premises, referring to CDC guidance on “Cleaning and disinfecting your building or facility if someone is sick.” <https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.html>

k. Decline to provide personal care services in any location not licensed as a shop by the Cosmetology Board, or in a fixed establishment or place where massage services are provided that is controlled by an employer registered with the Massage Board or by an individual licensee who does not employ another licensee to provide massage and bodywork services, until such time as permitted by a subsequent Executive Order or Administrative Order issued by the State Director of Emergency Management. The prohibition of personal care services offered outside of the facilities authorized in this section shall not prevent the provision of services to a person that is confined to their home and unable to travel due to a disability, if these services 1) are permitted under existing statutes and regulations and 2) are provided in a manner that substantially complies with the requirements of this order.

**6. Stay Informed About Developments and Obligations**

- a. Monitor guidelines and directives issued by the New Jersey Department of Health, the Cosmetology Board, the Massage Board, the CDC and OSHA on an ongoing basis.
- b. Maintain an appointment book with contact information regarding clients served, as well as a daily log of staff, and submit such information if requested to do so by, or on behalf of, the Department of Health or the local board of health.
- c. Notify the local health department immediately if it is suspected that any person who is known to have contracted COVID-19 was on the premises while COVID-19 positive, and cooperate with contact tracing efforts.

C. This Order hereby supersedes DCA Administrative Order No. 2020-09 (June 13, 2020).

This Order shall take effect at 6:00 a.m. on Thursday, July 2, 2020, and shall remain in effect until the end of the state of emergency or public health emergency declared by the Governor in EO 103, whichever is later, unless expressly revoked or superseded by a subsequent Administrative Order issued by the Director of the Division of Consumer Affairs.

Date: July 1, 2020



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Paul R. Rodríguez, Acting Director