



**Economic Development
Office of the Minister**

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PNS-25796-K4P1B4 NS-IEG-715

January 24, 2022

Dana Sharkey
Cosmetology Association of Nova Scotia
Email: executivedir@nscosmetology.ca

Dear Dana Sharkey:

Thank you for your recent emails. As Minister of Economic Development, the Premier has asked that I respond on his behalf.

With the rise in positive COVID cases and the Omicron variant, necessary public health restrictions were put in place to manage the spread of the virus and keep Nova Scotians safe. We know these restrictions have had a significant impact on many businesses and sectors.

Restrictions have been applied differently to different business sectors and business types and activity. For example, as you know, the current proof of vaccination protocol does not apply to personal services as it does for other business types that facilitate gatherings (like restaurants and fitness establishments or leisure activities). Recent changes to the isolation requirements for positive cases and close contacts recognize the impacts these have had on business operations.

The Sector Impact Support Program is intended to help offset the direct impact of the latest restrictions that include capacity and gathering limits, social distancing and limits to in-person events. Some sectors like accommodations, travel agencies, and independent retail are not included in this program. Not all business types have been eligible for all provincial support programs.

While not eligible for this program, personal services like spas, hair, and nail salons were eligible for the Small Business Impact Grant 3 and the one-time \$5,000 grant that was later added. Your members may also benefit from the provincial Paid Sick Leave Program that opened January 10. More information can be found at <https://novascotia.ca/coronavirus/paid-sick-leave-program>.


Dana Sharkey
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The federal government has introduced new wage and rent subsidies which your members may be eligible for. Information on these latest programs can be found online at Canada.ca. The CRA website also offers a tool to determine eligibility for federal programs at [Determine your eligibility - Canada.ca](https://Determine.your.eligibility-Canada.ca)

I understand department staff has reached out to you to better understand the impacts to and concerns of your sector and members. As we have done throughout the pandemic, we will continue to monitor the need for supports and consult with our businesses as we consider how to complement federal programs as we collectively move through the next phase of recovery.

Thank you for the work you do on behalf of your membership.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan", written over a light grey dotted background.

Honourable Susan Corkum-Greek
Minister



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PNS-25896-V4Q2M4 NS-IEG-713

January 20, 2022

Eduard Pischanker
Email: kuds.qm@gmail.com

Dear Eduard Pischanker:

Thank you for your January 5 email. As Minister of Economic Development, the Premier has asked that I respond on his behalf.

With the rise in positive COVID cases and the Omicron variant, necessary public health restrictions were put in place to help keep Nova Scotians safe. We know these restrictions have had a significant impact on many businesses and sectors.

The Sector Impact Support Program is intended to help offset the impact of the latest restrictions that include capacity and gathering limits, social distancing and no in-person events. Some sectors like accommodations, travel agencies, and independent retail are not included in this particular program. Not all business types have been eligible for all provincial support programs.

While not eligible for this program, personal services like spas, hair and nail salons were eligible for the Small Business Impact Grant 3 and the one-time \$5,000 grant that was later added.

As we collectively manage our way through the pandemic, public health restrictions are put in place to manage the spread of the virus while trying to limit the impact to businesses. Restrictions and guidelines have been applied differently to different business sectors and business types and activity.

For example, personal service businesses like hair salons, barber shops, spas, nail salons and body art establishments are not subject to capacity limits and can operate at maximum capacity possible with social distancing and masks. And the current proof of vaccination protocol does not apply to personal services as it does for other business types that facilitate gathering (like restaurants, fitness establishments or leisure activities).

As we have done throughout the pandemic, we continue to monitor the need for supports while complementing federal programs as we move through the next phase of recovery.

Sincerely,

Honourable Susan Corkum-Greek
Minister

Bobbi Brooks

From: Dana Sharkey
Sent: January 25, 2022 3:17 PM
To: Corkum-Greek, Susan
Cc: premier@novascotia.ca; Kara's General Office; Health.Minister@novascotia.ca; Ben Jessome; info@iainrankin.ca; Gibb, Fiona; Economic Development Correspondence; Economic Development Minister; Bobbi Brooks; Cameron Debaie
Subject: RE: Cosmetology industry impact
Attachments: E Pischanker response (713).pdf; D Sharkey response (715).pdf

Good afternoon Minister Corkum-Greek,

I was provided with a copy of the letter you sent on behalf of the Premier to Cosmetology Association Member, Eduard Pischanker dated January 20, 2022 (attached) and acknowledge receipt of similar correspondence dated January 24, 2022 to me. I will respond to your comments on behalf of all **Cosmetology Members, Salon and Spa owners**. We will be sharing this correspondence with our Membership.

We are aware that public health restrictions were put in place to help keep Nova Scotians safe, and agree that these restrictions have had a significant impact on many businesses and sectors, including the Cosmetology industry.

The Sector Impact Support Program is intended to help offset the impact of the latest restrictions that include capacity and gathering limits and social distancing - but current eligibility does not include the Cosmetology Industry. You indicate that the Cosmetology industry is not restricted; we respectfully disagree. Cosmetologist are restricted many areas, including the following:

- Restricted to social distancing (loss of full salon capacity – i.e.: chairs that are less than 6' apart cannot be used)
 - Service providers cannot double book as they typically do to increase revenue, because of social distancing requirements
- Masking requirements
 - Estheticians **cannot** provide services to the face – i.e.: facials, microdermabrasion, peels, etc., which forms a large part of their income
 - Estheticians/Hairstylists **cannot** provide facial waxing, beard trims, moustache services which forms a large part of their income
 - Make-up artists **cannot** perform services **AT ALL**

I also understand the Small Business Impact Grant 3 and the one-time \$5,000 grant last year included Cosmetology and I believe, all other small businesses.

As you “collectively manage” your way through the pandemic and limit the impact to businesses by applying different restrictions and guidelines to select business sectors, you are omitting a very large number of NS residents who are now in fear for their livelihoods. People are going bankrupt and salons are closing their doors as a result of your collective management!

Your current eligibility requirements:

Eligibility

Eligible businesses include:

- restaurants offering in-person dining service
- bars or licensed drinking establishments (including tasting rooms and craft taprooms)
- fitness establishments (including gyms and yoga studios) and sport and recreation facilities (excluding municipally owned or operated facilities)
- businesses and organizations offering indoor recreation and leisure activities (including club facilities, dance classes, escape rooms, go-carts, indoor arcades, indoor play spaces, music lessons, pottery painting, shooting ranges and holiday craft markets)
- live performing arts facilities
- boat and walking tours
- private museums

Perhaps you could explain how escape rooms, go-carts, etc., in this Government's opinion, qualify but Cosmetologists who provide personal services like a haircut or body treatment do not?

As you continue to monitor the need for supports while complementing federal programs, you must consider the following:

The Cosmetology industry is a very diverse industry that is female dominated.

- Many Cosmetologists are the primary bread winner in the household (no clients means no pay – how to pay rent with no pay check)
- Many Cosmetologists are single parents who are finding it hard to access basic needs and feed their children
- Cosmetologists are losing businesses they have worked so hard to build and establish here in Nova Scotia – next it will be their homes (causing the Province's homeless rate to increase more than it already has)
- A large majority of Cosmetologists are not currently working or available to work as the result of COVID exposures or they are simply going home to work because they cannot make ends meet on commission because clients are not visiting salon/spas following Public Health's advice.

You are enabling the underground economy.

Many Cosmetologists are sole business owners who do not require payroll accounts. This must also be taken into consideration.

I do hope we can work together quickly to come up with new funding for this industry or, if need be, to implement the 50% restriction due to the rise in COVID cases (so our sector can legally access the SISP funding) and help to keep Nova Scotia businesses open, Members from undue stress and hardship and Cosmetologists employed in reputable businesses.

Respectfully,

Dana Sharkey, CAE
Executive Director



Cosmetology Association of N.S. office (902) 468.6477
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From: Kara's General Office <kuds.gm@gmail.com>
Sent: January 19, 2022 11:59 AM
To: Corkum-Greek, Susan <CORKUMGS@novascotia.ca>
Cc: Dana Sharkey <executivedir@nscosmetology.ca>; premier@novascotia.ca
Subject: Re: Cosmetology industry impact

Hon. Susan Crocum-Greek,

Thank you so much for your fast response

1. I checked with the association this morning and got an answer that they didn't get any reply yet.
2. We **ARE** subject to social distance requirements by public health which means that I can operate only 50% of available chairs, can not double book as we used to and more.
3. We **DO** have restrictions by public health not to provide any services that require mask removal like facial treatments (which usually are very popular at this time of the year), facial waxing and etc. You can check it with Dr. Strang
4. Correct to January 18, I am approx. 65% down in revenue compared to pre pandemic January and 40% down from last January (!!!!) that was during the pandemic for the same dates. So if this is not a serious enough impact I don't know what is.
5. As I mentioned in my previous email , as an example, I have 10 out of 14 people that missed work due to the pandemic at my Cole Harbour location.
6. We are non essential services, so when Public Health and Premier call every announcement for the public to avoid non essential travel and non essential things, how do you think it reflects on us? We never had that many cancellations in all 2 years of pandemic!!
7. We are personal services, meaning we can not provide our services online like retail stores and grocery stores.
8. We do have a retail area! Most salons do! Does it mean we are subject to 50% capacity limit?

9. I would love to know how you are basing your assessment of impact and invite you to come and visit my location so you will see what is going on in the field!

Our industry suffered all these 2 years from pandemic not less than any other sector and in some cases even more. And it is not only about revenue. A lot of people left the industry (even after many years) because they felt financially insecure with all the effects of restrictions and lockdowns in these 2 years.

Schools had significantly smaller intakes in these 2 years because they were locked down and because with all restrictions people didn't want to go to this industry. The real impact on our industry beyond the revenue will impact us for the next few years.

On CTV news you saw a salon owner of 36 years crying for help!!!! If it is not reflecting enough, then I don't understand what should happen for your government to realize it.

I am starting to get the feeling that vague description of our restrictions as maximum capacity based on social distance (which does reduce the capacity) was done on purpose to leave us out of any sort of government help. Both provincial and federal! I hope I am wrong.

Hope my email can help with your assessment!

Best Regards,

General Manager
Kara's Urban Day Spa
902-407-4264

kuds.GM@gmail.com

On Wed, Jan 19, 2022 at 10:40 AM Corkum-Greek, Susan <CORKUMGS@novascotia.ca> wrote:

Dear Eddy,

Thank you for your email dated January 16 regarding challenges faced by your business during this current wave of the COVID-19 pandemic.

As Minister of Economic Development, I am painfully aware of the hardships businesses across the province have faced for the past two years, and I want you to know that though hair salons do not qualify for the Sector Impact Support Program (SISP) announced before Christmas and rolled out last week, this should not be viewed as a closed door in terms of supports.

The SISP was created to address those businesses most directly impacted by the restrictions put in place in mid December; restrictions that included capacity and gathering limits, social distancing and a prohibition on in-person events by organizations subject to the Proof of Vaccination policy.

As you know even better than me, this is the first time salons weren't shut down the way they were in previous waves (this decision based on Public Health's assessment of the limited dangers). In fact, restrictions and guidelines have been applied differently to different business sectors and activity types throughout the pandemic.

However, no one disputes that there has been an impact to businesses like yours. We have heard of the cancellations due to COVID exposures, illness or anxiety. We know this impacts your bottom line. We need to assess the scale of that impact (even the support available under SISP isn't intended to replace lost revenue, but rather to offset the impacts). We'll do this by working with your association and other impacted business sectors not eligible for SISP.

Sincerely,

Susan
Hon. Susan Corkum-Greek

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Minister of Economic Development

Sent from my iPad