



April 9, 2020

To our guests,

We've been overwhelmed with the support from our amazing clients like you. In these unprecedented times caused by the spread of COVID-19, hair salons are among the hardest-hit businesses out there. With nonessential businesses having to be closed through April, we wanted to give you an update.

Not only do we miss our jobs, we miss you, our loyal clients. We treasure each and every one of you, and we hope you will decide to wait this out with us until we can continue making you beautiful once again.

Many of you have asked for a box color or at-home hair color recommendation to use until we reopen. While we realize this is a difficult time for everyone and we want to do everything we can to help, due to Illinois law and our contract with Aveda, we are unable to sell or provide our professional Aveda hair color to anyone other than a licensed Cosmetologist. And, we do not recommend box color. The unknown effects of box color could turn in to an expensive corrective color service.

So, what can you do until we re-open? We suggest embracing your outgrowth as a badge of honor in defeating this virus!

We really appreciate how eager all of our guests are to reschedule their appointments however, we do not have a confirmed return date yet. When we get the green light to open, we will make a big announcement and begin scheduling appointments right away.

To be fair to all guests, we will reschedule appointments in the order they were cancelled. We will start with the guests that were scheduled March 17th, the first day we were closed, and continue from there until we get everyone rescheduled. Please realize this process is going to take some time. Additional days/shifts will be added to help accommodate all guests and we would appreciate your understanding and patience during this process. In addition, please keep in mind that your first visit back to Modern Wave may require more time than usual. Your service provider can provide a video consultation or phone call to ensure we allow plenty of time to perform your service.

For those asking about the best ways to help our salon during this time, we thank you!

1. You can shop online at Aveda using this specific [link](#). Aveda is generously sharing a portion of the sales with us to help during our shutdown when this link is used.
2. Modern Wave [Gift Cards are available through our website](#) or over the phone*
3. We are fulfilling product orders at the salon 1-2 times per week with curbside pickup or local delivery*

All of these options help our small business tremendously. We hope that you will continue to support our salon, and rebook your appointments with us in the future. Believe me, we understand how “looking good” makes us “feel good” and we can’t wait to get all of you back in our salon soon! It's going to be a fun reunion!

Stay safe, see you soon,

Dana Turskey - *Owner*
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*Call or email your product and/or gift card order.

Modern Wave link to shop
online: https://www.aveda.com/locator/get_the_facts.tpl?vanity=1&SalonID=5116