

## Code of Conduct

BeautyCouncil serves as the voice of cosmetology professionals since 1929, BeautyCouncil serves as the beacon for industry excellence. Professionalism is the cornerstone of the association driven by member commitment to elevating standards of practice. Our members are distinguished by their adherence to the highest code of ethics in the cosmetology industry.

### **FOUNDATIONAL PRINCIPLES**

Cosmetology Professionals shall:

- be guided by honesty, accountability, fairness and integrity in all business transactions
- uphold established industry qualifications
- commit to ongoing professional development
- strive to enhance the public image of the cosmetology sector standards of practice

Members will always ensure the safety and well-being of their client.

Members will only provide services that they have been properly trained in and are proficient at and not utilize any technique/procedure for which adequate training has not been received

Members will ensure all usage instructions and guidelines provided by product and equipment manufacturers are strictly adhered to

Members will ensure all service provided follow the health & safety recommendations of the association and public authorities

Members will practice appropriate consultation procedures prior to service or treatment

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Members will ensure clients are respected and the client best interests are served at all times

Members will ensure clients privacy and modesty is safeguarded and all client information is kept confidential

Members will ensure they are abreast of current industry knowledge and the latest techniques

Members will ensure clients are provided clear and realistic information regarding the goals and outcomes of service and or products and only accurate and truthful claims are made regarding the potential benefits of the techniques rendered or products recommended

Members will refrain from making statements on the efficacy of services that are not supported empirical data or by the generally accepted experience of the profession

Members will ensure client issues are handled in a fair and expeditious manner

Members will ensure work is to the highest standard of ethical and professional conduct

Members will develop and maintain environmentally, socially and economically sustainable business practices.

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