



APPEARANCE & HYGIENE QUICK REFERENCE GUIDE



Appearance & Hygiene

You never get a second chance to make a good first impression.

First impressions are a very important part of providing a good customer "xperience," and that includes your personal appearance and hygiene. Before you say your first words to customers, your appearance and hygiene have often influenced them as to your credibility as a savvy service provider. So make that first impression count for you and your organization.

Personal Hygiene-----

- A.** Shower or bathe every day.
- B.** Shampoo your hair often – every other day or at least twice a week.
- C.** Use deodorant and/or antiperspirant each day.
- D.** Brush and floss your teeth several times a day.
- E.** Use mouthwash and/or other items to ensure a fresh breath.
- F.** Visit your dentist at least twice a year for professional cleanings and checkups.
- G.** Wash your hands as needed.
- H.** Keep fingernails an appropriate length, clean and neat.
- I.** Hair color should be a single color and not extreme.
- J.** Be careful with scents – if cologne or perfume are used, make it minimal.
- K.** Ensure your uniform is complete, clean, in good repair, properly fitted and pressed.
- L.** Jackets should be buttoned and should not include additional pins or jewelry (other than professional lapel pins).
- M.** Items in pockets should not be visible or bulky.
- N.** Nametags should be worn on the upper right-hand side of your uniform.
- O.** Nametags should be visible (not covered by your hair) and should be clean and in good repair.
- P.** Wear appropriate shoes and keep them in good repair, polished and/or clean.

- Q.** Wear appropriate socks or hosiery in a color that complements your uniform and shoes. They should be a single color without design and in good repair.
- R.** Wear appropriate underclothing, change it daily.
- S.** Belts should complement your uniform and should have a conservative buckle.

Additional Guidelines for Women-----

- A.** Hair should have a business-like appearance and be styled away from your face.
- B.** Hair accessories (barrettes, pins, headbands, ribbons) should be a neutral color.
- C.** Visible body hair on legs and underarm areas should be clean shaven.
- D.** Fingernails should be an appropriate length as not to interfere with daily activities; preferably not more than ¼-inch beyond the end of your finger.
- E.** Fingernail polish should be one color and not bright or extreme.
- F.** Fingernail paintings, jewelry or decals are not appropriate.
- G.** Makeup should be conservative and natural.
- H.** Bright shades of lipstick and eye shadow are not appropriate.
- I.** Jewelry should be limited to no more than: a conservative wristwatch, up to two conservative rings, conservative earrings of no more than 1-inch in diameter, one conservative bracelet of no more than ½-inch in width, and a simple gold or silver chain.

Additional Guidelines for Men-----

- A.** Hair should have a business-like appearance and be styled out of the face. It should be neatly trimmed (not to extend below the shirt collar) or tied back.
- B.** Sideburns should be neatly trimmed (not bushy) and should not extend below the ear.
- C.** Mustaches should be neatly trimmed, fully grown in, and not to extend past the upper lip.
- D.** Beards and goatees are not appropriate.