



**NHBF**

National Hair &  
Beauty Federation

# PROFESSIONAL CODE OF CONDUCT

ASSURED TRADE MEMBERS (2025)

# NHBF CODE OF CONDUCT

## FOR ASSURED TRADE MEMBERS.

NHBF Assured Trade Members are expected to comply with the NHBF professional code of conduct (Non-salon/Barbershop/Clinic business). Always place the welfare of consumers above any other consideration.

### NHBF Members will:

- Not bring the hair and beauty sector or the NHBF into disrepute.
- Aim to uphold professional standards and follow the good practice guidelines set out in the code of conduct.
- Always place the welfare of their customers above any other consideration.

## PROFESSIONALISM & INTEGRITY



### You must ensure:

- Maintain the highest standards of professional conduct in all business dealings.
- Act with honesty, integrity, and transparency in all interactions with customers, colleagues, and the public.
- Uphold the reputation of the hair and beauty sector through exemplary behaviour.

## QUALITY OF SERVICE



### You must ensure:

- Provide services and products of the highest quality, consistent with NHBF and industry best practice standards and guidelines.
- Continuously update skills and knowledge to stay current with trends and best practices.
- Use products and equipment safely and as intended by manufacturers.

## CONSUMER CARE AND SAFETY



### You must ensure:

- Always prioritise consumer safety and well-being.
- Maintain clean, hygienic, and safe working environments.
- Respect consumer privacy and confidentiality.

## BUSINESS PRACTICES



### You must ensure:

- Maintain accurate and up-to-date business and financial records.
- Implement fair and transparent pricing strategies.
- Honour all agreements and commitments made to consumers, suppliers, and business partners.
- Respect intellectual property rights and obtain necessary licenses for all products and services.
- Maintain appropriate insurance coverage as required by law and NHBF standards.
- Implement robust data protection measures to safeguard consumer and employee information.
- Conduct regular risk assessments and implement appropriate mitigation strategies.
- Foster positive relationships with other businesses in the industry.





## ADVERTISING & MARKETING



### You must ensure:

- Ensure all advertising and marketing materials are truthful, accurate, and not misleading.
- Disclose all material terms and conditions related to offers, promotions, or services.
- Respect intellectual property rights and obtain necessary permissions for the use of images or content.
- Disclose any sponsored content or affiliate relationships.
- Adhere to all relevant advertising standards and regulations.
- Ensure that before and after images accurately represent achievable results.
- Do not make false or exaggerated claims about services, products, or results.
- Respect client privacy and obtain proper consent before using client images or testimonials.
- Ensure that all staff members are aware of and comply with advertising and marketing guidelines.

## PUBLIC RELATIONS



### You must ensure:

- Maintain a professional image in all public interactions and communications.
- Respond promptly and professionally to media inquiries.
- Prepare and maintain a crisis communication plan.
- Engage positively with the local community and support relevant charitable causes when possible.
- Use social media responsibly, maintaining professional standards in all online interactions.
- Address negative reviews or feedback professionally and constructively.
- Collaborate with industry bodies and other businesses to promote the positive image of the hair and beauty sector.
- Ensure all public statements align with NHBF values and standards.

## ENVIRONMENTAL RESPONSIBILITY



### You must ensure:

- Implement environmentally friendly practices wherever possible.
- Properly dispose of waste materials, including chemicals and single-use items.
- Strive to reduce the environmental impact of business operations.

## INCLUSIVITY AND NON-DISCRIMINATION



### You must ensure:

- Treat all customers, employees, and colleagues with respect, regardless of their race, gender, age, religion, disability, or sexual orientation.
- Provide services in a non-discriminatory manner.
- Foster an inclusive environment that welcomes diversity.

## EMPLOYEE RELATIONS



### You must ensure:

- Ensure fair treatment of all employees, including fair wages and working conditions.
- Provide appropriate training and support for staff development.
- Maintain a safe and respectful work environment free from harassment and discrimination.

## COMPLAINTS AND DISPUTE RESOLUTION



### You must ensure:

- Address consumer complaints promptly and professionally.
- Maintain a clear and fair process for dispute resolution.
- Cooperate fully with NHBF in case of any investigations or dispute resolutions.

## COMMITMENT TO THE SECTOR



### You must ensure:

- Support the growth and positive reputation of the hair and beauty sector.
- Participate in industry events and continuous professional development.
- Mentor and support new professionals entering the industry when possible.

## COMPLIANCE WITH NHBF STANDARDS



### You must ensure:

- Adhere to all NHBF policies, guidelines, and standards.
- Cooperate with NHBF audits and quality checks.
- Display NHBF digital credit accurately and appropriately.

## ADHERENCE TO RELEVANT NHBF MEMBER CODES OF CONDUCT



### You must ensure:

- In addition to this Code of Conduct, Members must adhere to any specific NHBF Member Codes of Conduct relevant to their particular discipline or specialty within the hair and beauty sector.
- Stay informed about updates or changes to relevant NHBF Member Codes of Conduct.
- Ensure that all staff members are aware of and comply with the applicable NHBF Member Codes of Conduct.

In case of any conflict between this Code of Conduct and a specific NHBF Member Code of Conduct, seek clarification from NHBF and follow the more stringent standard.

By adhering to this Code of Conduct, Assured Trade Members demonstrate their commitment to excellence, professionalism, and ethical practices in the hair and beauty sector.

