

General Standards of Conduct

A. Maintain a professional therapeutic relationship with Service Recipients at all times, and refrain from engaging in any type of personal relationship with a Service Recipient, other than therapeutic and professional. The therapeutic relationship model states that a Service Provider shall not massage or provide esthetic or stretch services to any friends, family members, spouses, or partners in a Massage Envy location. When a relationship other than a therapeutic relationship exists between a Service Provider and another person, the Service Provider should refer that individual to another Service Provider at the Massage Envy franchise location.

B. Do not participate in social media while you are working, or supposed to be working, unless you are authorized to use social media on behalf of your Massage Envy franchise location as part of your job. Use of the Massage Envy location's computer for authorized purposes only. When participating in social media outside of work, avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive to Service Recipients. When participating in social media, do not purport to represent your Massage Envy franchise location or ME SPE Franchising, LLC, Massage Envy Franchising, LLC, or the Massage Envy brand unless authorized to do so. When posting any photographs or videos discussing your Massage Envy franchise location or featuring the Massage Envy logo or brand, which posting could reasonably be misconstrued as those of ME SPE Franchising, LLC, Massage Envy Franchising, LLC, or any franchise locations, be sure to state clearly that the comments are personal and not made on behalf of the Massage Envy network, nor do they reflect the opinions or views of the Massage Envy network. When participating in social media outside of work, do not post materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive to Service Recipients or other franchisee employees. Never disclose confidential information obtained during your employment with the Massage Envy franchise location, including the personal information of Service Recipients or others on social media (or otherwise).

C. Comply with the Massage Envy Draping Policy and Protocol.

D. Complete a proper consultation prior to each service in order to verbally confirm each Service Recipient's boundaries (i.e., "informed consent"). Boundaries are indicated on the Areas of Consent screen in the InStore Forms Application for massage sessions and on the Total Body Stretch – Intake Form for stretch sessions (i.e., "implied consent"). If an Esthetician's scope of practice allows performance of service on the scalp or head, the Estheticians must receive informed consent. Review previous treatment notes for areas of stress/pain, skin care goals, allergies, etc., and conduct Service Recipient consultations prior to each Wellness Massage/ Total Body Stretch session/ customized facial session/Advanced Skin Care treatment to identify any contraindications, changes in medical history, and to confirm desired level of pressure. As part of the consultation, do not suggest that the Service Recipient should remove any undergarments.

E. Do not make physical contact with or touch a Service Recipient in any manner that is inconsistent with the boundaries conveyed by the Service Recipient including but not limited to pertaining to the feet, face, and/or scalp (or neck with respect to a stretch session). If a Service Recipient verbally requests a deviation from a boundary indicated on the Areas of Consent screen in the InStore Forms

Application/Total Body Stretch –Intake Form with respect to the feet, face and/or scalp (or neck with respect to a stretch session), the Service Provider should politely inform the Service Recipient that they can work on that area during the next appointment. (See: Instore Forms Intake and Documentation Policy.)

F. Do not diagnose or attempt to diagnose illness or disease, or recommend medical procedures, including home activities that may be construed as diagnostic. A Service Provider is prohibited from work involving hydrotherapy, hot towel usage (outside approved Enhanced Therapy services), heat/cold packs, heat/cold wraps, essential oils, skin brushing, salt glows and similar applications of products to the skin unless such work is involved in a Massage Envy approved service and/or service upgrades. A massage therapist or stretch service provider performing a Total Body Stretch is permitted to give the Service Recipient a copy of the Total Body Stretch nonspecific, home care stretches, but must always discuss the document in its entirety and not recommend specific (i.e., diagnostic) home stretching techniques.

G. Interact with Service Recipients with the highest degree of professionalism, sensitivity, compassion, and honesty at all times (before, during, and after sessions). Do not engage in inappropriate behavior/conversations with or in front of Service Recipients (e.g., making negative or insensitive comments about other employees or Service Recipients, political comments, confrontational comments, or comments on socially sensitive topics).

H. Respect the Service Recipient's right to privacy by ensuring confidentiality of all member/guest personal information unless disclosure is required by law or court order, or is necessary for the protection of the public.

I. Comply with Infection Prevention, Control, and Cleaning Policy, including thoroughly washing hands after each massage/ Total Body Stretch session/customized facial session/Advanced Skin Care treatment and refraining from treating any Service Recipient when sick with a cold, flu or other contagious illness or infection. (See: Infection Prevention, Control and Cleaning Policy.)

J. Do not provide massage/bodywork or esthetic services outside the authorized modalities or the scope of the Service Provider's training, certification or licensing, or in a manner that is unsafe, inconsistent with, or in violation of applicable local, state, or federal laws or regulations. It is the franchisee's responsibility to ensure compliance with applicable local, state, or federal laws and regulations. Modalities involving work performed on the floor or requiring a therapist/stretch service provider to mount the table, like Shiatsu, are prohibited. In addition, work that involves techniques that do not touch the body, such as Reiki, are prohibited. (See: Required/Approved Services & Products Policy)