

Business Case Study for Marie Curie's Dementia Friendly Communities Coordination Cardiff & Vale

O. Constantinou & Sons Hair and Beauty Salon

'Becoming a Dementia Friendly business has given us extra confidence to help assist people with dementia and their carers. It has also encouraged engagement from new clients' (Helen Rouse, Director of O. Constantinou & Sons Hair and Beauty Salon)

O. Constantinou & Sons Hair and Beauty Salon have taken action to make their business more welcoming and accessible for their customers who are living with dementia and their carers.

What O. Constantinou & Sons Hair and Beauty Salon did

Staff became aware that using mirrors to communicate with their customers living with dementia could cause confusion and committed to talking with them directly. They also made a quieter, private space available to customers to help reduce stress or agitation.

Clearer signage was displayed at eye-level using a simple font and contrasting colours. Salon logos were also added to glass doors to increase visibility.



A brightly coloured handrail was introduced at the entrance to the premises and a graduated ramp at the rear to promote safety and independence.

Information about dementia was made available to customers and staff, including the support and services available, and staff committed to continue to develop their understanding of dementia.

Staff felt more equipped to support their customers living with dementia, and better-informed to provide guidance and reassurance to customers who had recently become carers.

The salon's commitment to becoming Dementia Friendly was reflected in the blog post created for their website. Staff also endorsed becoming Dementia Friends in an article published on Alzheimer's Society's website.

Taking action in this way means that people can continue visiting the salon with confidence, feeling reassured they will receive the support they need. It also means that their independence and skills are maintained for as long as possible.

