



Uniform and Grooming Policy

(Updated)
July 2025

Introduction

Grooming is one of the basic professional practices.

All companies will have their own standards and anything against the standards are often considered deviations that have disciplinary consequences.

These grooming guidelines are provided to everyone for reference, guidance and alignment.

Managers are empowered to coach and support branch personnel in aligning with these standards, including through corrective action when necessary.



STANDARDS vs DISCOURAGED DEVIATIONS

Complying to the STANDARDS is a shared responsibility to help create a welcoming, professional, and inclusive environment that accommodates the diverse expectations of the customers across backgrounds we serve.



Standard

These refer to the established grooming practices that all personnel are expected to observe consistently, in support of a professional, brand-aligned image and a uniformed quality of customer experience.



Deviations

These refer to grooming practices that do not conform to the established standards.

While personnel are trusted to exercise sound judgment, deviations are strongly discouraged and alignment to the "standard" is expected so that everyone in the branch are able to represent EO to the customers equally.



Customer Care Staff

Top:

- ✓ EO polo shirt provided by the company
 - Tucked in
 - Pocket must be sewn

Bottom:

- ✓ Light blue maong pants (straight or skinny)
 - plain
 - pocket must be sewn

- ✓ Belt (black, brown and dark gray)

Shoes:

- ✓ Plain white shoes with white socks

NOTE:

This is also the uniform for the **CASHIER, STOCK CLERK, and OPTICIAN**



Customer Care Staff

Top:

- ✓EO Long sleeves provided by the company
 - Tucked in and inner top should be white
 - Pocket must be sewn
 - Sleeves must be folded

Bottom:

- ✓Light blue maong pants (straight or skinny)
 - Plain
 - Pocket must be sewn

- ✓Belt (black, brown and dark gray)

Shoes:

- ✓Plain white with white socks



Customer Care Staff

Top:

- ✓EO Sweatshirt Longsleeves Provided by the Company
 - Sleeves should not be folded

Bottom:

- ✓Khaki Trousers provided by the company
 - No pocket

Shoes:

- ✓Plain White with White Socks



Trainees

Top:

- ✓ Plain White Polo Shirt (No Print)
 - Tucked in
 - Pocket must be sewn

Bottom:

- ✓ Light Blue Maong Pants (Straight or Skinny)
 - Plain
 - Pocket must be sewn

- ✓ Belt (Black, Brown and Dark Gray)

Shoes:

- ✓ Plain White with White Socks



Customer Relation Officer

Top:

- ✓ EO Long sleeves Provided by the Company
 - Tucked in and Inner top should be white
 - Pocket must be sewn

Bottom:

- ✓ Navy Blue Pants (Jeans or Trousers)
 - Plain
 - Pocket must be sewn

Shoes:

MALE

- ✓ Closed Brown Leather Shoes

FEMALE

- ✓ Closed Brown Leather Shoes with heels or no heels (Any Shades of Brown)



Branch Manager

MALE

Top:

- ✓EO Blazer Provided by the Company
- Inner top options (Light Color or Pastel Color)
- ✓Polo Shirt
- ✓Long/Short Sleeves

Bottom:

- ✓Slacks/Chinos (Black, Navy Blue or Khaki)

Shoes: (Plain White, Cream, Black, Brown and Ash Gray)

- ✓Canvass Sneakers
- ✓Classic Tennis Shoes
- ✓Loafers
- ✓Oxford Shoes
- ✓Closed Leather Shoes



Branch Manager

FEMALE

Top:

- ✓EO Blazer Provided by the Company
- Inner top options (Light Color or Pastel Color)
- ✓Polo Shirt
- ✓Long/Short Sleeves
- ✓Sleeveless top are allowed (Strap should be 4 fingers wide)
- ✓Professional Looking Dress

Bottom:

- ✓Slacks/Chinos (Black, Navy Blue or Khaki)
- ✓Professional Looking Skirt

Shoes: (Plain White, Cream, Black, Brown and Ash Gray)

- ✓Peep-Toe Sandals
- ✓Formal Office Sandals
- ✓Slingback Sandals





MALE

Top:

- ✓EO Lab Coat Provided by the Company
- Inner top options (Plain, Thin Stripes and Small Checkered Patterns)
- ✓Buttoned Shirt
- ✓Long/Short Sleeves

Bottom:

- ✓Slacks/Chinos

Shoes:

- ✓Canvas Sneakers, Classic Tennis Shoes, Loafers, Oxford Shoes and Closed Leather Shoes



FEMALE

Top:

- ✓EO Lab Coat Provided by the Company
- Inner top options (Plain, Thin Stripes and Small Checkered Patterns)
- ✓Buttoned Shirt, Long/Short Sleeves
- ✓Professional Looking Dress with or without Sleeves
 - Skirts: 2 inches above the knee or longer, not past lab coat length
 - Sleeveless tops: Straps must be at least 4 fingers wide

Bottoms:

- ✓Slacks/Chinos
- ✓Professional looking skirt

Shoes: (Plain White, Cream, Black, Brown and Ash Gray)

- ✓Peep-Toe and Formal Office Sandals
- ✓Slingback Sandals



Cashier Squad

Top:

- ✓EO Longsleeves Provided by the Company
 - Tucked in and Inner top should be white
 - Pocket must be sewn

Bottom:

- ✓Navy Blue Pants (Jeans or Trousers)
 - Plain
 - Pocket must be sewn

Shoes:

- ✓Closed Brown Leather Shoes with heels or no heels
(Any Shades of Brown)



OPTECH

Top:

- ✓EO Polo Shirt Provided by the Company

Bottom:

- ✓Plain Light Blue Maong Pants (Straight or Skinny)
- ✓Plain Navy Blue Maong Pants (Straight or Skinny)

- ✓Belt (Black, Brown and Dark Gray)

Shoes:

- ✓Black Rubber Shoes



Pregnant Personnel

Top:

- ✓ Maternity Dress with sleeves (Light Color or Pastel Color)
- ✓ Maternity Blouse (Light Color or Pastel Color)

Bottoms:

- ✓ Maternity Jeggings
- ✓ Maternity Trousers

Shoes:

- ✓ Sneakers (Plain White)
 - ✓ Flat closed shoes
- (Nude, Brown, Black, White, Cream or Gray)

NOTE:

For pregnant **BRANCH MANAGERS** and **OPTOMETRISTS**, there is no color code restriction.



DeviationsX

Top:

- X Floral, bold logos/prints, psychedelic patterns, tank and crop tops

Bottom:

- X Tattered/Patterned jeans

Shoes:

- X Trainer Shoes and Basketball Shoes



Nameplate and ID Guidelines



All Operations Team member are required to wear their **NAMEPLATES** (Left chest area). **DESIGNATED COMPANY ID & LANYARD** must be worn at all times. **MALL ID** can be worn if required by the mall.

Standard ✓



- 1 Ballpen only
- Mini Calculator
- Pricelist (Must be attached inside the ID holder)

Deviations ✗



- Inhalers
- Multiple Ballpens
- Nail Cutter
- Mini Cutter/Screw
- Laminated Pricelist

HAIR Female



Updated:

- Neat and tidy not covering the forehead or face.
- **Long Hair:** Must be neatly tied in a bun using a black hair tie, and bangs should be clipped back.
- **Short hair:** Must be kept in place with a black clip or headband. Hair length should not extend beyond shoulder level.
- **Any hair colors**, as long as it's neat
- **Guideline:** Hair can be dyed any color (natural or vibrant), but it must be clean, styled, and not messy.



HAIR Female



Standard



Deviatons



HAIR Male



Updated:

- Clean cut hairstyle
- Long Hair must be tied at all times
- Any hair colors, as long as it's neat
- Guideline: Hair can be dyed any color (natural or vibrant), but it must be clean, styled, and not messy.



FACE Female



Standard

Light makeup



Deviations

Flashy/heavy looking makeup

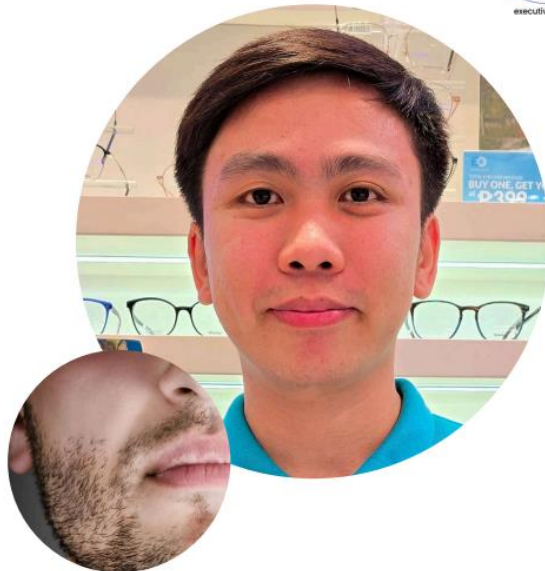


FACE Male



Updated:

- May apply light make-up and lip gloss only.
- Mustache and beard should be neat and well-groomed.



EARRINGS

Female



Standard

Earring (Stud or pearl or any small sized earrings)



Deviations

Big dangling earrings, ear tunnels, tongue piercing and nose piercing



EARRINGS

Male



Updated:

- Male staff are now allowed to wear **stud type earrings**.
- **XDeviations** : Small/Big dangling earrings, ear tunnels, tongue piercing and nose piercing.



ACCESSORIES

For Both Male & Female



Updated:

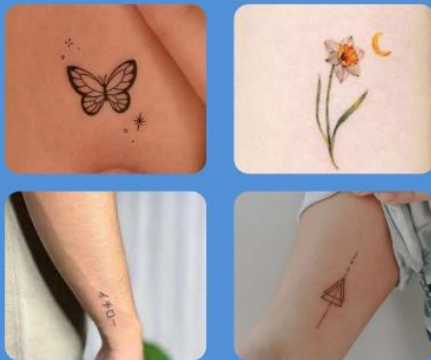
- **Female:** must have short, clean nails. Nail polish is allowed but must be in a nude or natural color only.
- **Male:** must keep nails short and clean
- **Tattoos:** Allowed, as long as designs are not intimidating.
- **Accessories:** No quantity limit, must not be disturbing or intimidating.
- **Nail Art:** Allowed in nude colors for female.
- **DISCOURAGED:** Nail Extensions



TATTOOS



Allowed Designs



Deviations



Note: Existing staff with intimidating tattoos must keep them covered.

NAIL ART



Allowed Designs



Deviations

