

Flight attendant uniform and appearance standards



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*When we refer to the “male collection” or the “female collection”, we are specifically referring to the name of the collection and not an employee’s gender. The names of these collections refer to uniforms that are culturally typically either male or female. As a default, the uniform collection offered to an employee by Cintas corresponds with the gender listed in that employee’s profile. Any employee that wishes to switch to the other uniform collection should contact HR and their local supervisor.

Appearance standards

As a United flight attendant, you serve as the face of our brand, becoming the ambassador for all things safety, service and dependability for our customers. In order to maintain this reputation, it's important that United employees present a clean, neat and professional appearance at all times.

This guidebook outlines the appearance standards for your flight attendant uniform.

These updated standards align closely with our efforts to create a more inclusive culture that better permits freedom of gender expression and also enables employees to look and feel their best while at work.

As we continue to evolve as a global airline, rooted in our shared purpose of connecting people and uniting the world, we're committed to creating a more inclusive culture where our employees feel welcome to be their authentic selves at work and celebrate their individuality, while also serving as ambassadors for our global brand.

Please review the guidelines in their entirety. These standards are meant to allow for inclusive expression. We've been evaluating every aspect of our uniform and appearance standards to align with our brand values of seeking opportunities for inclusivity, including in the uniform ordering process. We currently work with our employees to ensure they are able to express their gender identity and we continue to evaluate our policies accordingly. If you have questions, please contact HR and your local supervisor.



All employees pictured have been vaccinated. Masks were removed for the purpose of showing our uniform and appearance standards more clearly.





Eyewear

CONTACT LENSES

- If you wear contacts, they should be natural in color and appearance.

EYEGLASSES

- The style of your eyeglasses and the color of your frames must be understated and complement your uniform.

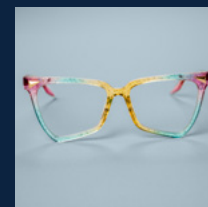
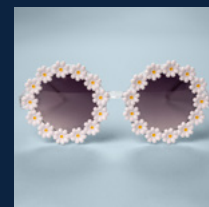
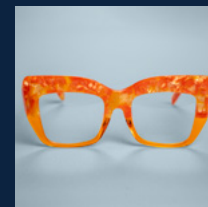
SUNGLASSES

- You can wear sunglasses or transition lenses when you're outside, but your sunglasses should be put away when you're not wearing them. They should not be worn inside.

ACCESSORIES

- You can wear your glasses on a thin cord or chain that's navy, black, gold or silver.

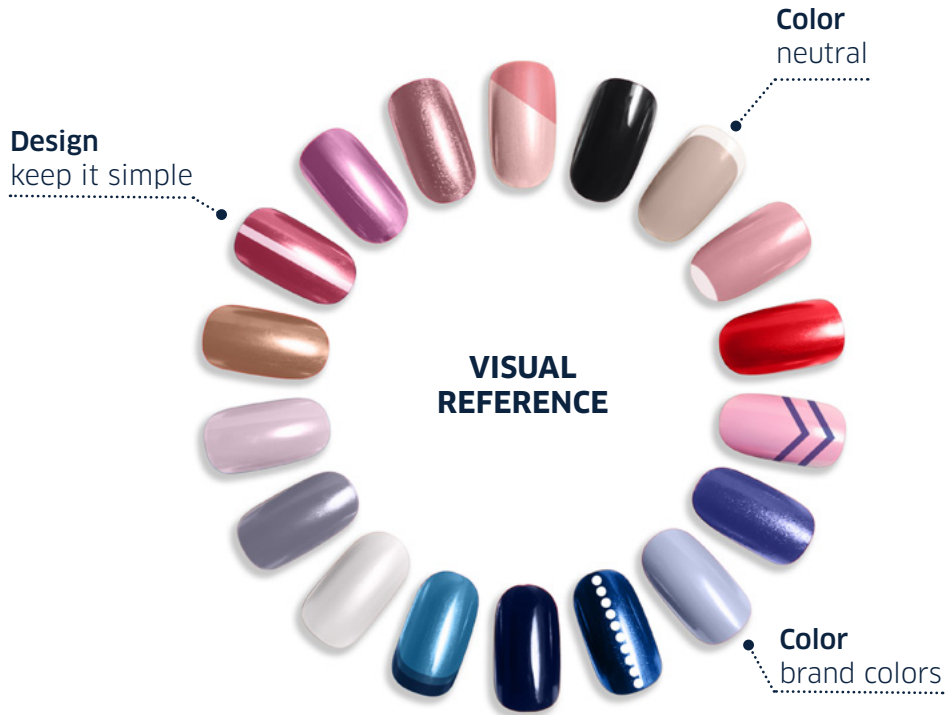
UNACCEPTABLE EYEWEAR EXAMPLES



Eyeglasses with colorful lenses aren't allowed.

Frames with extreme designs or embellishments aren't allowed.

Frame colors in harsh shades, including orange, yellow and neon colors, are not allowed.



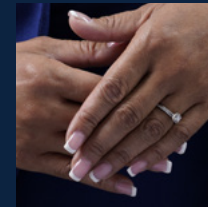
Hand and nail care

POLISH

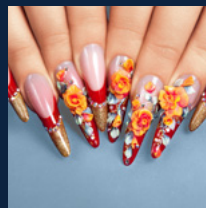
- If you paint your nails, make sure your nail polish is chip-free and all your nails are the same color or style.
- Harsh, vibrant colors like orange, yellow or neon shades, are not allowed.
- You may have embellishments or designs on your nails but be sure to keep them simple and classic. Any nail designs should be free from large or distracting decals or words.

LENGTH

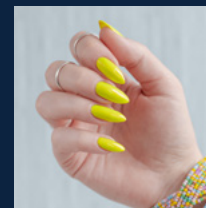
- Your nails should be clean, trimmed and well-manicured and shouldn't be more than a ¼ inch past your fingertips. They should also all be the same length and shape.



UNACCEPTABLE NAIL STYLE EXAMPLES



Nails cannot be more than ¼ inch past your fingertips and must be the same design, length and shape.



Harsh shades and neon colors are not allowed.



Hair

COLOR

- If you color your hair or want to treat or change it, make sure that the color is a natural shade.

LENGTH

- If your hair is shoulder length or shorter, you can wear it either up or down.
- If your hair is longer than shoulder length, you'll need to wear it completely pulled up at all times.

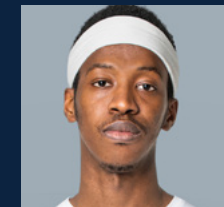
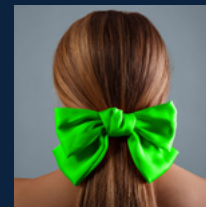
HAIR ACCESSORIES

- If you choose to wear a hair tie or accessory, it must be understated and natural in color or one that complements your uniform.
- You can wear one flower in your hair if you're flying on our Hawaii, Guam or Pacific Island routes.
- Athletic headbands are not allowed.
- Examples of acceptable hair accessories:
 - Ponytail holders
 - Non-athletic headbands
 - Banana clips and barrettes

UNACCEPTABLE HAIR EXAMPLES

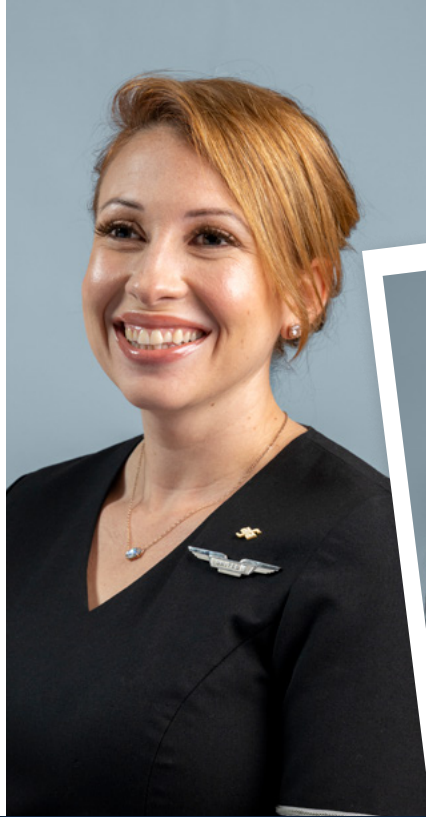


Hair should not be worn down if longer than shoulder length.



Large hair accessories and neon colors aren't allowed.

Athletic headbands aren't allowed.



Hair

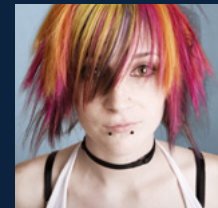
STYLE

- Your hair is a personal expression, but no matter how you choose to style your hair, it should always look neat, clean and well-kept.
- Be sure to style or secure your hair, braids or locs so that they don't fall into your face or eyes while you're working. Bangs are allowed, but your eyes need to be fully visible.
- You should refrain from arranging or styling your hair while you're working or in view of customers.

EXTENSIONS, HAIR PIECES AND WIGS

- If you wear a wig, hair piece or extensions, they should be indistinguishable and securely fitted to your head.
- They should also follow all the guidelines for natural hair in terms of length, style and color.

⊘ UNACCEPTABLE HAIR STYLE EXAMPLES



Extreme styles are prohibited.

Hair color that is unnatural is not allowed.



Facial hair

- All facial hair, no matter the style, should be neat, clean, filled in and professional in style.
- Beards should be tight, well-kept and no longer than 1 inch.
- Sideburns must be neatly trimmed and shouldn't go past the bottom of your earlobe.
- Facial hair is not allowed if you wear the female* uniform collection.



⊘ UNACCEPTABLE FACIAL HAIR STYLE EXAMPLES

Beard length cannot exceed 1 inch.

All facial hair should be well-kept, and your neck should be cleanly shaven.

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Jewelry

WATCHES

- Flight attendants must wear a watch or an activity tracker that tells time.
- Your watch or activity tracker needs to complement your uniform. Harsh, vibrant colors, like yellow, orange or neon shades, aren't allowed.

BRACELETS

- Up to two thin gold, silver, pearl or gemstone bracelets can be worn with your uniform.
- Ankle bracelets aren't allowed.

RINGS

- You can wear two rings on each hand. Wedding and engagement ring sets are considered one ring.
- Rings cannot extend past your knuckle or cross onto your other fingers.
- Knuckle rings and thumb rings aren't allowed.
- Since safety is always our top priority, please make sure the gems or decorations on your rings aren't large enough to catch or snag on anything.

⊘ UNACCEPTABLE JEWELRY EXAMPLES



Leather and fabric bracelets aren't allowed.

Necklace chains cannot be wider than ¼ inch.

Necklaces can only have one pendant or charm, and it shouldn't be larger than 1 square inch.

Ankle bracelets aren't allowed.

NECKLACES

- You can wear one single-strand necklace that's up to 20 inches long and ¼ inch wide. Your necklace can have a pendant or charm, but it shouldn't be larger than 1 square inch.
- Choker-style necklaces aren't allowed.



Jewelry

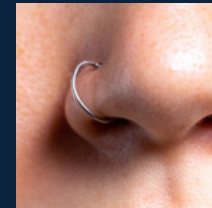
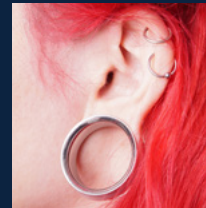
EARRINGS

- You can wear up to two earrings per ear. Stud earrings need to be smaller than a quarter, hoops should be no larger than a dime and drop earrings should be no longer than 1 inch.
- Your earrings shouldn't be connected, and if you have holes in your ears from gauges, they must be plugged.

FACIAL PIERCINGS

- Nose piercings are allowed. You can have a single stud piercing in your nostril that's 2 mm or smaller. Septum piercings aren't allowed.

UNACCEPTABLE PIERCINGS EXAMPLES

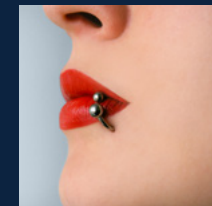
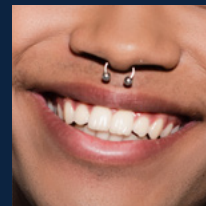


Large earrings and gauges are not allowed.

Nose rings are not allowed.

Septum piercings are not allowed.

Other facial piercings are not allowed.

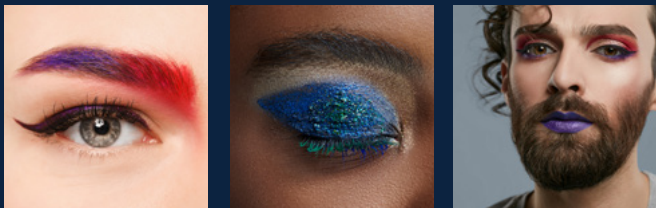




Makeup

- If you wear makeup, it should be applied conservatively so that it looks natural. Harsh colors are not allowed.

⊘ UNACCEPTABLE MAKEUP EXAMPLES



Makeup with harsh colors or that is unnatural looking is not allowed.

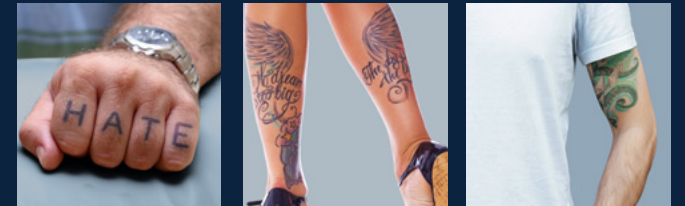




Tattoos

- You're allowed to have visible tattoos on your arms, wrists, legs and feet. Visible tattoos are not permitted on your face, neck, hands or chest.
- You can have one adjacent area of tattoos, no larger than your United badge, visible on each arm/wrist and leg/foot.
- If the visible portions of your tattoos are part of a larger piece like a sleeve, please make sure the rest of the tattoos are covered by your uniform garments.
- Customers and coworkers may want to ask about your tattoos, so if you're not comfortable talking about them, be sure to keep them covered with your uniform garments.
- It's also important to make sure that your visible tattoos are not offensive to customers and your fellow employees. This includes violent, obscene, sexual, racist or objectionable content and any imagery that includes weapons. If your tattoos include any of this imagery, please keep them covered by your uniform garments.

UNACCEPTABLE TATTOO EXAMPLES



Visible tattoos are not permitted on the hands, and objectionable content is not allowed.

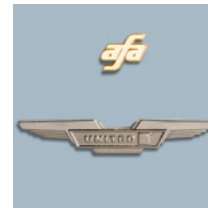
The visible portion of the tattoo must be the size of a UA badge or smaller.



EXAMPLES OF ACCEPTABLE PINS



UNION PIN AND WINGS



Uniform accessories

TIE TACK/BARS

- If you're wearing a tie and you'd like to wear a tie tack/bar, it should complement your uniform.
- Novelty tie tacks or tie bars aren't allowed.

WINGS

- Your wings should be worn upright, either on your left breast pocket or the corresponding location on your uniform top. You should wear your wings below your union pin, if you have one.

NAME BARS

- Your name bar should include your first name or your preferred name from your employee profile, and it can also include your last initial.
- Your name bar should be worn on your left breast pocket or the corresponding location on your uniform top.
- If you're wearing your name bar with your wings, please place your name bar below the wings.

LANGUAGE BARS

- If you have a language bar, you should wear it directly below your name bar.

PINS

- All employees can wear up to two pins on their uniform top, but they must be pins that are currently approved by the company.
- If you wear a union pin, you should wear it on the left side of your uniform, and your other pin should be worn on the right side.



Shoes

FLIGHT ATTENDANTS WEARING THE MALE* UNIFORM COLLECTION

Style

- You should wear plain black, business-style leather shoes that have a separate heel.
- Plain black, business-style boots are also allowed, and they should have a skid-resistant black sole.

Socks

- You should wear plain black socks, and they should be pulled up to mid-calf. No-show or short athletic socks aren't allowed.



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Shoes

FLIGHT ATTENDANTS WEARING THE FEMALE* UNIFORM COLLECTION

Style

- Shoes should be solid black and free of any logos, patterns or designs.
- Your heels should be a simple, classic style and the toes, heels and sides need to be closed.
- You can wear heels that are anywhere from 1 inch to 3 inches tall.
- Athletic shoes, boots, mule and wedge styles are not permitted.
- You can change into more comfortable shoes once you are in flight. Your inflight shoes should be solid black with a closed toe, heel and sides. Additionally, they should have a heel height of at least ¼ inch.
- Plain black leather or leather-like boots can be worn to and from airport terminals, and when stationed at a boarding door until door closure when there's bad weather. Boots shouldn't be worn at any time during the flight.

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Hosiery

FLIGHT ATTENDANTS WEARING THE FEMALE* UNIFORM COLLECTION

- It's required that you wear hosiery, but you have several color options to choose from, including:
 - Solid shade of taupe
 - Off-black
 - Flesh tone
 - Black
 - Barely black
- White, navy, textured, patterned, seamed or fishnet hosiery aren't allowed.
- You can wear trouser socks under your pants, but they shouldn't be worn with any of the other uniform garments.



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Holidays and affinity months

Celebrating holidays and affinity months is important to us and we know it's important to you, too. Wearing your favorite festive accessories makes holidays and affinity months more fun, and we have some guidelines on how you can celebrate safely.

These guidelines apply to holidays and affinity months that are company approved. Keep in mind that your accessories can be colorful and festive since these celebrations are an exception to our appearance standards, but you should still follow the general guidance of our standards. For example, you can wear holiday earrings, but they should still follow the jewelry guidelines and shouldn't be more than 1 inch long.

GENERAL

- Any special accessories that you wear shouldn't interfere with you performing your job and doing it safely.
- Customers and employees identify you as a United employee by your uniform and uniform insignias like your badge and wings, which should always be clearly visible, so costumes aren't allowed.
- It's also important to make sure that any accessories you wear are not offensive to customers and your fellow employees and do not interfere with carrying out your duties safely.

Accessories shouldn't be worn in place of your uniform pieces, with the following exceptions:

- Festive scarves and ties can replace your uniform scarves and ties (unless you're an International Purser).

SPECIFICS

You can wear these festive accessories during the week leading up to a holiday and the day of a holiday.

- Socks
- Scarves/ties (unless you're an International Purser)
- Pins
- Themed jewelry, including light-up necklaces
- Headwear and hair accessories

During affinity months, employees may wear the following brand-approved accessories, which can be found in the United Shop:

- Scarves/ties (unless you're an International Purser)
- Pins

Uniform and styling standards

As a United flight attendant, you serve as the face of our brand, becoming the ambassador for all things safety, service and dependability for our customers. In order to maintain this reputation, it's important that United employees present a clean, neat and professional appearance at all times.

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As we continue to evolve as a global airline, rooted in our shared purpose of connecting people and uniting the world, we're committed to creating a more inclusive culture where our employees feel welcome to be their authentic selves at work and celebrate their individuality, while also serving as ambassadors for our global brand.

Please review the guidelines in their entirety. These standards are meant to allow for inclusive expression. We've been evaluating every aspect of our uniform and appearance standards to align with our brand values of seeking opportunities for inclusivity, including in the uniform ordering process. We currently work with our employees to ensure they are able to express their gender identity and we continue to evaluate our policies accordingly. If you have questions, please contact HR and your local supervisor.



All employees pictured have been vaccinated. Masks were removed for the purpose of showing our uniform and appearance standards more clearly.





The basics

This guide provides an overview of the uniform basics. For the complete list of uniform guidelines, please review the uniform chapter in the *Policies and Procedures* manual.

- Employees must only wear current uniform garments or recently discontinued garments that are in good condition and issued by United-approved vendors.
- The fit of the uniform must reflect a professional appearance. Extreme styles are not permitted. Unapproved alterations, such as cuffs or tapering of the uniform pants, are not permitted.
- Please follow the specific care instructions included on the label inside each garment and ensure your uniform is clean, pressed and in good condition.
- International uniform appearance standards apply when working in the United Polaris cabins.
- Undergarments are required and must not be visible.
- Chewing gum when in uniform is not permitted.
- The uniform, or any identifiable part of the uniform, may not be worn into an establishment where alcoholic beverages are sold or served. This rule does not preclude entering an establishment for meal service when other suitable options are not available.
- Personal hygiene must be maintained. Perfumes and colognes must be applied sparingly.
- Compliance with these standards is the responsibility of each flight attendant. Final compliance direction is determined by Inflight Services leadership.

Discontinued garments

Based on low demand and availability of alternate styles, certain garments have been discontinued from our uniform program. You are permitted to wear recently discontinued garments provided they are in good condition and free from signs of wear and tear.

The following garments were recently discontinued; however, they can still be worn if they are in good condition:

- Checked long sleeve and short sleeve shirts
- Wool coat
- Blue jacket
- Blue v-neck dress
- Striped tie
- Striped scarf
- V-neck sweater
- Destination scarf
- Island print apron

Uniform schedule

Standards vary based on the four phases of flight. If you choose to wear your uniform en route to and from the airport, it must be worn in its entirety.

Phase 1: Check-in through takeoff. Full uniform, including blazer, when applicable.

Phase 2: After takeoff through end of the primary service. Serving garment with name displayed.

Phase 3: Time remaining in flight until initial descent. Serving garment on during service periods only.

Phase 4: Initial descent through release from duty. Full uniform, including blazer, when applicable.

International wear standards

FLIGHT ATTENDANTS WEARING THE FEMALE* UNIFORM COLLECTION

- The blazer must be worn over the blouse or dress during Phase 1 and Phase 4.
- The cardigan and vest are not approved outermost garments for Phase 1 and Phase 4 when flying international.
- The apron should not be worn as a serving garment while in United Polaris business class unless you are working a galley position.

FLIGHT ATTENDANTS WEARING THE MALE* UNIFORM COLLECTION

- The blazer must be worn as the outermost garment during Phase 1 and Phase 4.
- The zip sweater, vest and Aviator shirt are not approved outermost garments for Phase 1 and Phase 4 when flying international.
- The apron should not be worn as a serving garment while in United Polaris business class unless you are working a galley position.

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Flight attendant uniform garments

GENERAL GUIDELINES FOR FLIGHT ATTENDANTS WEARING THE FEMALE* UNIFORM COLLECTION

Wings, name bar and language bar

- Wings must be worn upright on the left-hand side of the outermost garments listed below:
 - Blazer
 - Short sleeve jacket
 - V-neck dress
 - Vest (domestic only – not approved outermost piece for international)
 - Cardigan (domestic only – not approved outermost piece for international)
- The name bar must be worn on the upper-left portion of the outermost garment worn during service. If your chosen garment requires wings (see above), the name bar should be placed below the wings.
- Language-qualified (LQ) flight attendants must wear the appropriate language bar when working a language position. The language bar must be worn below the wings, and should be placed below the name bar during service.

Blazer

- Must be worn as the outermost garment over the blouse or dress when flying international.

Short sleeve jacket

- May not be worn tucked in or with a belt.
- May be worn as the outermost garment during Phase 1 and Phase 4 when flying domestic or international.
- You are encouraged to pair a scarf with the short sleeve jacket to complete the look.

Cardigan

- Cannot be tied around your waist or neck.
- May be worn as the outermost garment during Phase 1 and Phase 4 when flying domestic.

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Dress and skirt

- When hemming, please ensure that the length of the dress or skirt is no shorter than one inch above the knee or the crease of the back of the knee.
- The skirt is intended to be worn without a belt.
- Please ensure that appropriate hosiery and footwear is worn.

Blouses

- Blouses must always be tucked in and fully buttoned.
- Long sleeves must be worn fully extended and buttoned.
- Collars are to be worn in the down position.
- Neckwear is required when wearing a blouse.
- Must be paired with a cardigan (domestic) or blazer (domestic or international) during Phase 1 and Phase 4.

Neckwear

- Neckwear is required with the blouse.
- Scarves must be tied in a conservative manner, projecting a professional image.
- Scarves may only be worn tied around the neck or under the collar of the blouse.
- The International Purser purple scarf may only be worn when working the International Purser position.

Apron

- The apron should be worn during service only and must be worn with the name bar and language bar (if applicable).
- The apron must be fully tied.
- The solid/blue-trimmed black apron may be worn in all cabins on all domestic flights and international United Economy.
- The apron should not be worn while in United Polaris business class unless you are working a galley position. If you are working the galley position and assisting in the United Polaris business class aisle, you may keep your apron on.

ACCEPTABLE COMBINATIONS FOR FLIGHT ATTENDANTS WEARING THE FEMALE* UNIFORM COLLECTION

OPTION 1:

Top/bottom

- Dress

Outermost garment

- International Phase 1 and Phase 4 (required) – blazer
- Domestic (optional) – cardigan or blazer

Neckwear

- Optional neckwear
-

OPTION 2:

Bottom

- Pants or skirt

Top

- Short sleeve jacket

Outermost garment

- Optional layering piece (choose one) – blazer or cardigan

Neckwear

- Optional neckwear

OPTION 3:

Bottom

- Pants or skirt

Top

- Long sleeve or short sleeve blouse
- Optional vest

Outermost garment

- International Phase 1 and Phase 4 (required) – blazer
- Domestic (required) – cardigan or blazer

Neckwear

- Neckwear required

⊘ UNACCEPTABLE COMBINATIONS

- Short sleeve jacket and blouse
- Short sleeve jacket and dress
- Short sleeve jacket and vest
- Blazer and cardigan

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GENERAL GUIDELINES FOR FLIGHT ATTENDANTS WEARING THE MALE* UNIFORM COLLECTION

Wings, name bar and language bar

- Wings must be worn upright on the left-hand side of the outermost garments listed below:
 - Blazer
 - Vest (domestic only – not approved outermost piece for international)
 - Aviator shirt (domestic only – not approved outermost piece for international)
 - Zip-up sweater (domestic only – not approved outermost piece for international)
- The name bar must be worn on the upper-left portion of the outermost garment worn during service. If your chosen garment requires wings (see above), the name bar should be placed below the wings.
- Language-qualified (LQ) flight attendants must wear the appropriate language bar when working a language position. The language bar must be worn below the wings and should be placed below the name bar during service.

Blazer

- As this is a two-button style, please ensure that you close the top button only, leaving the bottom button open.
- The blazer must be worn as the outermost garment during Phase 1 and Phase 4 when flying international.

Vest

- Must be buttoned at all times.
- May be worn as the outermost garment during Phase 1 and Phase 4 when flying domestic.

Black zip-up sweater

- The sweater cannot be tied around the neck or waist.
- May be worn as the outermost garment during Phase 1 and Phase 4 when flying domestic.

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Shirts

- Shirts must always be worn tucked in.
- Shirts must be completely buttoned and always paired with one of the uniform ties.
- Sleeves should not be rolled up. If you wear long sleeves, they should be fully extended and buttoned at all times.
- The Aviator shirt must be worn with the epaulettes. The Aviator shirt may be worn as the outermost garment during Phase 1 and Phase 4 when flying domestic.

Pants

- The pant leg should touch the top of the shoe in front with a minimal break, and taper to a maximum of one inch from the floor in back. Please do not cuff the pant legs.
- Pants are not to be altered to skinny/slim fit.
- United-issued belt must be worn at all times with the pants.

Neckwear

- An approved uniform tie must be worn with a uniform shirt at all times, tightened at the collar and tied in a conservative knot.
- The International Purser purple tie is required when working the International Purser position.

Apron

- The apron should be worn during service only.
- The solid/blue-trimmed black apron may be worn in all cabins on all domestic flights and international United Economy, and must be fully tied.
- The apron should not be worn while in United Polaris business class unless you are working a galley position. If you are working the galley position and assisting in the United Polaris business class aisle, you may keep your apron on.

ACCEPTABLE COMBINATIONS FOR FLIGHT ATTENDANTS WEARING THE MALE* UNIFORM COLLECTION

OPTION 1:

Bottom

- Pants

Top

- Long sleeve or short sleeve shirt
- Vest

Outermost garment

- International Phase 1 and Phase 4 (required) – blazer
- Domestic (optional) – blazer

Neckwear

- Neckwear required

OPTION 2:

Bottom

- Pants

Top

- Long sleeve or short sleeve shirt

Outermost garment

- International Phase 1 and Phase 4 (required) – blazer
- Domestic (required) – zip-up sweater or blazer

Neckwear

- Neckwear required

OPTION 3:

Bottom

- Pants

Top

- Aviator shirt and epaulets

Outermost garment

- International Phase 1 and Phase 4 (required) – blazer
- Domestic (optional) – zip-up sweater or blazer

Neckwear

- Neckwear required

⊘ UNACCEPTABLE COMBINATIONS

- Vest and zip-up sweater
- Blazer and zip-up sweater
- Aviator shirt and vest

**We're committed to creating a more inclusive culture with uniform and appearance standards that better permit freedom of gender expression. Please note the name of this collection does not necessarily indicate the gender identity of those who are wearing it.*

Outerwear and luggage

COATS

- The uniform-issued all-season coat and the system jacket(s) are the only coats to be worn with the uniform.
- For transition seasons, we recommend removing the liner of the all-season coat or only wearing one part of the system jacket(s) to create lighter layers.

LUGGAGE

- Flight attendants must use the company-issued TUMI 2 or 4 wheeled carry-on. Optional accessories are permitted as long as they are solid black and follow the baggage allowance guidelines in the eFAOM.

Thank you to our employee models

Christina Rodriguez

*Flight Attendant, ORD
She/her*

John Constantine

*Lead Customer Service Representative, DEN
He/him*

Irel Boitel

*Flight Attendant, EWR
She/her*

Evelyn Ugaz

*Lead Customer Service Representative, SFO
She/her*

Tim Farkas

*Flight Attendant, DEN
He/him*

James Cox

*Flight Attendant, ORD
He/him*

Justin Taylor

*Customer Service Representative, ORD
He/him*

Ryan Briggs

*Flight Attendant, ORD
They/he*

Tracy Sojourner Muldoon

*Flight Attendant, SFO
She/her*

Marilyn Morris Taylor

*Premium Services Representative, IAD
She/her*

Nauna Leone Stanley

*Flight Attendant, SFO
She/her*

Theresa Knox

*Premium Services Representative, IAD
She/her*

Tammy Tolbert

*Customer Service Representative, ORD
She/her*

Chris Hargrove

*Flight Attendant, ORD
He/him*

Kayleigh Scott

*Flight Attendant, DEN
She/her*