

A woman with long dark hair, wearing a white short-sleeved dress, is captured in a dynamic pose as if running or dancing. Her hair is blowing in the wind. The background features a green field and several white wind turbines under a clear blue sky.

# The ECO WO|Y

**Salon  
Business**

Sponsored by Aveda

# Get some **green** cred

Going green has become big business with more and more salons adopting an eco-friendly ethos and as it turns out, there are some really smart arguments for adopting green credentials. Get the edge over your environmentally irresponsible counterparts and reap the benefits.








Image courtesy of Aveda





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Hair brands such as Aveda, Herb UK and Natulique have built their business around being organic and using sustainably sourced ingredients. Everything Aveda does is based around a sustainable economy from the design of its salons to the campaigns the company runs and supports. Aveda, alongside Natulique and other eco brands have been awarded Cradle to Cradle accreditation – a sustainability endorsement that recognises companies' efforts to develop environmentally-intelligent products with a goal of entirely eliminating waste.

Eco Cert is another certification you should be looking out for if you want to up your green ante as it means the products adhere to stringent constraints using ingredients of plant origin obtained using environmentally-friendly processes. Last year, Joico's parent company Zotos International joined forces with the US Environmental Protection Agency's Green Power Partnership. The company has two on-site wind turbines to ideally generate enough power to to meet 50 percent of the organisation's energy use, as well as launching a carbon offset program.

That doesn't mean you're expected to take over the land around your salon with a costly

wind farm, and even if you did, the likelihood is it wouldn't be that successful as built up areas are rarely ideal locations. You can do your bit by sourcing eco-friendly products, reducing water and energy usage, packaging and waste.

"Unfortunately salon owners can't be certified organic, only the products used can be," explains Edwige Aboudaram, UK & Ireland Brand Manager for Kaé Argatherapy, but you can still shout about it. "If they decide to go down the ethical and organic route, they can declare themselves as an Eco salon and this gives them a unique selling point to customers compared to their competitors. Eco salons attract clients for their unique selling proposition. People are aware of the ecological issue that we need to resolve and using organic products or going to an Eco salon can be the right first step to improvement."

Kevin Murphy who, when he's not cutting hair, works as a climate connector for the Al Gore Climate Control Project says: "Taking the right approach to green issues can benefit your business; it will improve your reputation with clients, staff and suppliers and investing in areas such as recycling, water and energy-saving technologies can actually save you money in the long-term."







“GREEN SALONS ARE BECOMING REALLY TRENDY AND MORE AND MORE CUSTOMERS ARE LOOKING FOR SUSTAINABLE PRODUCTS AND TREATMENTS.”

Responsible for giving advice to fellow hairdressers and clients on the harmful effects of climate change and how to adapt sustainable measures within his role, Kevin adds: “Clients are becoming much more eco-conscious and constantly looking to adopt lifestyle solutions that make them feel they’re playing their part in preserving the environment.”

The pressures on salon owners are certainly growing as awareness about our effect on the environment rises. “The government is committed to reducing CO2 emissions and our carbon footprint to protect the environment for today and future generations. Salons can make a huge difference and have a responsibility to look at ways of improving environmental performance while managing their business costs,” says Rob Cooper, Managing Director of Scrummi. His company sells eco-friendly single use salon towels that save on energy and water usage.

Rob says: “The energy consumption, water and detergents used to maintain cotton towels have a hugely negative impact on

the environment and, as energy bills soar, it’s costing salons a small fortune and damaging business performance. Changing to disposable towels is a simple, fast and cost-effective way to go green so you can start making a difference today.”

It’s not just towels that are disposable. Easydry has reengineered its already water and tint-resistant cape so that it now biodegrades at a record rate. It has an impermeable coating on one side to protect clothes while the other soaks up excess colour to catch drips.

“We were overwhelmed with the response to our cape when it first launched,” says Easydry’s Managing Director Anne Butterly. “But, as with all our products, we’re constantly revisiting our designs to improve and perfect them. I’ve spent the past two years refining our cape so that it will break down in compost conditions much faster than before and at the same rate as Easydry disposable towels. We’ve done this without compromising on style or functionality.”

In an increasingly eco-conscious world, being able to take advantage of the convenience of disposables without the guilt is a huge bonus for salons. Eco-friendly disposable towels allow forward-thinking salons to save energy, water and use of chemicals, as well as cut demand for cotton, the most polluting crop in the world. And now salons can embrace the Easydry capes with the same enthusiasm.

Once you've sourced the eco products you want in your salon, what more can you do? Mette Haxthausen, Salon Manager at the Aveda Institute says it's about asking yourself, 'could I do this in a better way?' She says: "We look at our options and then go with the best from that list. It's a constant battle."

They have a filtered water fountain to reduce the use of bottled water, a dishwasher for brushes and pots to reduce water wastage and last year they had a beehive put on the roof to make their own honey. Everything they print is always on recycled paper using soy ink as Mette adds: "Eco's behind everything

we do; where we source our energy and how we dispose of our waste is all done in the way that's best for the environment."

The response from clients is phenomenal, especially as there are so many now with skin allergies. Edwige says: "A lot of clients can have allergies after using one hair or skin product but going green helps this. They're becoming more aware so they not only want to reduce the quantity of chemicals entering their skin or hair, but also because they're worried about our planet and want to meet current planet needs."

The other thing is, it's becoming incredibly fashionable, as Edwige explains: "Green salons are becoming really trendy and more and more customers are looking for sustainable products and treatments."

So, make the viable changes to your salon and leave the big stuff to the big boys. Syphon of their good deeds by using green products with sustainably sourced ingredients, packaged in a manner that's kind to our environment and you're well on your way to green star status.

## Easy steps

Becoming a little more eco aware can do wonders for your green stakes. Need some tips? Read on.

- **Keep a jug of water in the fridge** instead of running the tap and waiting for the temperature to cool every time you want a drink, wasting water.
- **Emptying a pet's bowl?** Use the water to feed your plants.
- **Skip bottled water.** It takes three times as much water to make the bottle as it does to fill it.
- **Take shorter showers.** Shortening your shower by a minute or two will save up to 150 gallons of water per month.
- **Rethink your ride.** Use public transport, walk or bike whenever possible to reduce air pollution.
- **Save twice** on money and the environment by renting books from the library or buying secondhand from a charity store.
- **eCycle it.** Take the old computer, DVD player, iPod or other electronics you're not using anymore to an electronics recycling centre.
- **Recycle.** Buy products that use recyclable materials whenever possible.
- **Unplug.** Turn off computers at the end of the day or if they won't be used heavily. Turn off lights and plugs when not in use and unplug devices when you go out.
- **Wash with care.** Run your dishwasher only when it's full.



# The Kit

Eco is the buzzword of the moment and everybody's doing it, which means more product choice than ever before. And to make life even easier we've got them all here.

eco products



paul mitchell



natulique



kitoko



la bioesthetique



aveda



label.m



joico



aveda



macadamia

## SPECIAL BLEND

The Lavender Mint Bonus Bag from Paul Mitchell hydrates and cleanses in a shampoo and conditioner, packaged in an eco-friendly recycled bag.  
Info: 0845 659 0012  
paul-mitchell.co.uk

## IT'S ALL GOOD

Luxury meets nature in La Bioesthetique's Natural Cosmetic range. With every imaginable need cared to from hair baths to a harmonising scalp conditioner, this is a winner.  
Prices from £18.25  
Info: 01236 611731  
bioesthetique.co.uk

## ADDED OOMPH

Aveda Volumizing Tonic creates maximum oomph with certified organic aloe and wheat amino acids and uplifting essential oils.  
Price: £14 100ml  
Info: 0870 034 2380  
aveda.co.uk

## GO ORGANIC

Organic Moisturising Lemongrass shampoo and conditioner from label.m ticks all the boxes when it comes to organic. Take a health kick and join onboard.  
Shampoo RRP: £13.25  
Conditioner RRP: £17  
Info: labelm.co.uk

## NATULIQUE

Vegan, organic, cruelty-free, DEA free, sulphate free – there's almost nothing about Natulique Certified Organic that isn't kind to nature.  
Prices range from £14.95 to £16.95  
Info: 020 8997 4781  
natulique.com

## INDULGENCE

Kitoko from ASD contains an exclusive blend of African plant extracts, plus it's sulphate, parabens and mineral oil free.  
RRP: £11.95  
Info: 01794 527111  
asphair.com

## SPRAY HAPPY

A prime target for causing damage to our environment, Joico has reinvented the aerosol with 55 percent fewer harmful compounds than traditionally found.  
RRP from £9.95  
Info: joicoeurope.com

## STRESS FIX

A kit bag essential for every hairdresser, Stress-Fix Pure-Fume Rollerball can be used all over the body at any time to relieve stress.  
RRP: £21  
Info: aveda.com

## NO TANGLES

The latest product launches from Macadamia Natural Oil work together to ensure hair's tangle free with the No-Tangle Pre-Styler spray and brush.  
Price from £5.45  
Info: 08448 403040  
macadamiahair.co.uk