

# MAKE YOUR SALON A LITTLE GREENER

As your business partner, we can help you run your salon more sustainably without affecting its efficiency. This is a major project on its own, requiring a status quo analysis of your salon environment, routines, services and habits.

That said, today, there are already many little improvements you can implement “on the go” with your team.

START TODAY – MAKE YOUR SALON “GREENER” STEP-BY-STEP, WITH OUR ECO TIPS.

KEEP THE SPIRIT AND DO IT THE RIGHT WAY – THERE IS NO PLANET B!

## ECO TIPS FOR YOUR SALON AND YOUR TEAM



### REDUCE YOUR ENVIRONMENTAL IMPACT

- Ban all products containing plastic microbeads.
- For better recyclability, use uncolored aluminum foil – wipe off color residues before disposal.
- Use biodegradable household cleaners.
- Have a public “energy advisor” analyze your salon.



### REDUCE YOUR CARBON FOOTPRINT

- Incentivize sustainable commuting within your team (e.g. public transport).
- Reduce the water temperature by 1-2°C.
- Lower your room temperature to 21°C.
- Use plants in the salon to reduce your carbon footprint.



### CONSERVE WATER

- Comb out the color mass before rinsing.
- Use easy-to-clean color mixing and application tools.
- Install water-saving sink units or shower heads.
- Favor leave-in over rinse-off treatments.



### SAVE ENERGY

- Run your washing machine only with full loads – avoid unnecessary cycles.
- Remove curtains and window shades – bring in natural light.
- Replace “old” electrical devices with energy-efficient models.
- Switch to wind, water or solar power – change your provider.



### REDUCE WASTE

- Use washable rather than plastic capes.
- Try freehand color techniques as an alternative to foil streaks.
- Introduce visible waste separation.
- Switch to color cans – 50% less residual product waste.<sup>1</sup>



### SHARE YOUR ECO PASSION

- Inform your clients about your plan to become more sustainable.
- Nominate a “sustainability ambassador” in your team.
- Always communicate your changes, their implications and your progress.
- Provide eco info about your supplier and the products you use.



<sup>1</sup>: Topchic can (250ml) = 4 tubes (4x60ml)