

# IN THERAPY PARTNER WITH SUSTAINABLE SALONS AUSTRALIA



In Therapy is a boutique cruelty free and environmentally aware salon located in the inner suburb of Red Hill, 5mins from Brisbane CBD. In Therapy offers a range of traditional beauty treatments and bespoke skin care solutions. Founded in 2000 at In Therapy they pride ourselves in exceptional customer service and nongenetic approach to clients' needs. "We like to make all our clients feel like they are the centre of the universe" is our goal – says owner Nicola Le Lievre



They are excited to be the first Beauty Salon in Queensland to join Sustainable Salons Australia. Nicola did hours of research and absolutely had to get on board with this very important process. The salon is very excited and honoured to be part of a sustainability movement and assisting with the transition to the beauty industry.

After discovering the large amount of waste (over 2 million kilos!) salons send to landfill yearly, Paul Frasca and Ewelina Sorocko founded Sustainable Salons Australia, Australia's

most comprehensive recycling program designed for the hair salon environment. First launched in Sydney almost two years ago, they operate now in Newcastle, Canberra and recently launched in Melbourne and Geelong. Salons, we're feeling the love!

Not only have they won multiple awards in such short amount of time, but most importantly they have made a real difference:

- Collected over 3 tonnes of hair to assist in oil spill clean up operations
- Recycled over 50,000kg of salon metals (e.g. foils, spray cans) resulting in valuable



donations to charities that support homeless Australians

- Collected over 10,000 Ponytails, making SSA the largest donor of Ponytails for children who suffer from alopecia and cancer

**You can find more details for Sustainable Salons at [www.sustainablesalons.com.au](http://www.sustainablesalons.com.au) and the beautiful Brisbane salon In Therapy at [www.intherapy.com.au](http://www.intherapy.com.au)**