



THE BUSINESS OF SUSTAINABILITY

Running a beauty business and caring for the environment may sound like a contradiction, but it's possible. We share the tips and tweaks that will help you be more environmentally friendly.



Sustainable Salons Australia offers recycling bins for the beauty industry

There is no doubt that our industry contributes to landfill, pollution, and waste. From endless linen and towel washing to single-use spa accessories and plastic packaging everywhere - it's not easy to be environmentally friendly as a spa or clinic, but there are many ways to improve. With increasingly more consumers paying attention to sustainability and making a conscious effort to reduce their carbon footprint, having a business that does the same can be a fantastic point of difference. So if saving the planet isn't motivating enough for you (it should be!), rest assured that changing a few things here and there to become more sustainable may also introduce new clients to your space while reassuring existing ones that you care about the bigger picture instead of convenience.

But where to start? We share advice from those who have already accomplished running a more sustainable beauty business as well as services and brands that have made it their mission to reduce waste. If you feel overwhelmed, don't stress. Start small and just focus on one change to begin with. It'll make a world of difference.

How much waste do you create?

If you work at a spa, salon, clinic, or any type of beauty service business, your bins will be permanently full. Depending on the services you offer, anything from tissues to foils to blades and syringes will have to be thrown out after using once. How many bin bags are full at the end of a day? And do you recycle anything? If this is the first time you're thinking about this, it might be a good



In less than 4 years, Sustainable Salons Australia has kept 89,900kg of plastic in circulation and out of landfill

idea to start paying more attention to the amount of waste and the type of waste you create. The good news? Almost everything can be recycled.

Sustainable Salons Australia is a program that has more than 750 salon members (and growing!) in the hairdressing, barbering, beauty and pet-grooming sectors across Australia and New Zealand as part of the journey to zero waste. Sustainable Salons provides all in-salon separation bins and outside collection bins to suit the business' needs, and offers a fortnightly collection service directly to the salon door.

Dr Catherine Stone from The Face Place has been making an effort to be as sustainable as possible after realising just how much waste there was.

"We were amazed at how much plastic waste there is in our industry. As a medical clinic we use sterile and disposable instruments such as syringes, needles and sterile packs. Everything is sterile, wrapped

in either paper or plastic, so we have been able to recycle up to 70% of what we used to send to landfill. We also recycle the glass bottles that botulinum toxin comes in, the cardboard boxes that so much stuff comes in, and even the metal wrappings that our sterile wipes come in!"

What can you do to be more sustainable?

Recycling and using services such as Sustainable Salons Australia is, of course, the best thing you can do to be kinder to the environment. But there are many more small steps you can take other than recycling that will, when added up, make a huge difference to your business' carbon footprint.

"A big initiative is the use of biodegradable gloves where possible. Normal gloves can take 100+ years to break down, whereas the biodegradable gloves break down in about 2-5 years. Plus they are black, which suits our dress code," says Dr Cat.

If you can't get your hands on biodegradable options or have a stack to get through before making the change, get in touch with TerraCycle, just like owner of James Vivian did. "To deal with non-biodegradable gloves and hairnets, we installed TerraCycle Zero Waste Boxes at James Vivian. Once full, the boxes are sealed and shipped to TerraCycle where they are given new life as picnic tables and playgrounds," says James.

You can also check in with all of your suppliers, whether for retail products, treatment products, or equipment and accessories, and ask them what they do to

be more sustainable. Could they change their packaging? Could they send you less paperwork, or are they willing to take empty containers back in order to be recycled? If enough people ask, there is a high chance companies will change.

"We have changed some suppliers we use and have queried our existing suppliers as to their use of non-recyclable packaging as every little bit helps," says John Dewes-Hodgson of New Zealand based Tranquillo Beauty Clinic.

"We have always looked for product ranges and supplies that were on the same wavelength, which was not always easy in our industry," he continues, "but we are seeing an industry wide awareness now and change."

Vaia Pappas from Vaia Beauty in Sydney's Darlinghurst has also been making a big effort to save the planet, even going so far as to cut up cotton buds. "We are recycling skin care packaging, encouraging clients to bring us their product waste, and even do the little things like knowing how to dispose of cotton buds in an ethical way: Cutting off the cotton part for general waste and recycling the plastic part of it in our shiny Sustainable Salons bin!"

If you feel your clients might not be as receptive to recycling their used product packaging, do it for them! Owner of In Therapy Skin & Body, Nicola Le Lievre, takes matters into her own hands.

"We offer to take packaging off products at checkout to recycle. It gives such a warm fuzzy feeling in salon if you're doing the 'right thing'. It's so rewarding for everyone."

Look beyond the obvious

While your first instinct might be to think of skincare and treatment product waste, don't forget the less obvious thing.

"It is the little things that sometimes make the most difference such as cleaning products you use, daily laundry, printing paper and ink disposal," says Nicola.



Nicola Le Lievre offers clients to recycle packaging of products



John and Sue Dewes-Hodgson encourage their suppliers to use less packaging



How much toilet paper do you go through for your staff and clients and do you know how it's made and where it comes from? According to tree-free toilet paper producer Pure Planet, every year, at least 9 million trees are flushed down toilets, and 8 million tonnes of plastic flood the oceans, all to make standard toilet paper. So they took the matter into their own hands and came up with a 3-ply toilet paper made from bamboo and sugarcane waste that was tree-free, plastic-free, septic-safe, biodegradable, vegan, cruelty-free, recyclable and BPA-free. Pure Planet also offers a subscription service delivering the environmentally friendly rolls directly to your door. You can choose how often you require new rolls and save 10% off the price when you subscribe.

When it comes to coffee, you can make a huge difference by either getting a fully automatic coffee machine, which doesn't produce waste except for the biodegradable coffee grounds, or, if you prefer the convenience of a pod machine, make sure to recycle the aluminium pods. Larger businesses with more than 5 coffee-drinking staff and a lot of patients through the door each day are probably best advised to go with a fully automatic coffee machine as it

can not only save on waste, but also money. According to JURA, an office with 15 team members (each consuming two coffees per day) will spend approximately \$5,175 on coffee pod capsules per year. This compares with an estimated annual cost of coffee beans for a JURA coffee machine at \$2,704.80, making it a much more cost-effective business investment.

However, if you have a smaller business and decide a pod machine is more suitable for you, there are several ways to recycle the pods. Nespresso offer clients three ways to return their used pods: you can return them to a Nespresso boutique, you can put them in a Nespresso satchel and post the used capsules back to them, or, for larger businesses, you can order a recycling box that fits up to 1,500 used capsules and can be picked up free of charge when full.

Consider your uniforms

"There are several key considerations when developing a uniform range and ensuring it can also be sustainable," explains Total Image Group CEO Pamela Jabbour. "Selecting a sustainable fabric is easily achieved, but it is also important to consider staff comfort for long days of work. Fabrics such as environmentally friendly organic cotton and bamboo cotton are readily available and a great choice for a variety of garments. We can also offer a range of 100% PET recycled fibre fabrics that feel and wash similar to polyester, which are therefore extremely practical, long lasting, durable and easy care. When deciding on fabrics, it is beneficial to also consider fabrics that only require cold washing which again is much better for the environment - and being easy care is a bonus. Lastly something that is missed quite often is the appropriate uniform allocation for staff resulting in less continual washing of one garment. We recommend one top for every working day and one pant for every other day. Generally, anyone who works a 5-day week should have 4-5 tops and 3 bottoms." 🌱

Face Halo

Face Halo replaces up to 500 disposable makeup wipes, making it the more sustainable choice when it comes to removing makeup, and customers are now able to return their used Face Halos to be upcycled, further reducing the amount of waste being sent to landfill. The brand plans to upcycle the pads in various ways starting in the motor vehicle industry (seat cushioning) and commercial transit (hard-wearing seat coverings). FACEHALO.COM.AU



Medik8

Medik8 skincare products are made from mostly recycled paper, pre-loved glass, and 100% recycled plastic. In 2018, Medik8 removed all plastic inserts from their cartons and replaced them with 100% recycled card, making the cartons completely recyclable. This saves over 3 tonnes of plastic every year. Furthermore, Medik8 uses renewable energy in all their buildings. ADVANCEDCOSMECEUTICALS.COM.AU



Koala Eco

Koala Eco only use pure Australian essential oils and 100% biodegradable and eco-friendly plant derived ingredients for their cleaning products. The brand is also currently changing to 100% post-consumer recycled and still recyclable bottles so no new plastic will be created for new products. KOALA.ECO

PLANET-LOVING BRANDS

Looking to swap some of your retail brands for more sustainable options? These 'green' products won't let you down.

Moiya Scents

Moiya candles are derived from natural soy waxes and cotton wicks which are non-toxic and better for the environment. Founded by Sydney-based beauty therapist Melissa Young, Moiya Scents was created to capture the well-being of our mind, body and spirit. Each scent has been crafted to promote an incredibly calming and relaxing experience. MOIYASCENTS.COM.AU



Babor

Carbon-neutral production is already a reality at BABOR. This has been possible because the company purchases green electricity and has its own photovoltaic system. Certified suppliers ensure that only the best 'green' raw materials are used. Water used during production is cleaned in an ultra-modern micro-filtration plant, restoring it to drinking water quality so it can be re-used, for example, for cooling purposes. All glass jars are sourced from certified suppliers and are 100% recyclable. BABOR.COM.AU



Jurlique

Jurlique have partnered with TerraCycle, which allows consumers to collect and ship their empty Jurlique skincare products to TerraCycle - who specialise in recycling 'non-recyclable' waste to give the waste a second life. Jurlique also use biodynamic farming to adhere to the rhythms of nature to respect the earth and grow better crops, plus, they have planted over 7,500 native trees on their farm. JURLIQUE.COM.AU



Alpha-H

Alpha-H have introduced new packaging, which is made from 30-40% post-consumer recycled materials, plus all of their tubes, bottles and outer cardboard packaging are now 100% recyclable. Inorganic waste is turned

into high-grade composts, premium soils, soil conditioners and potting mixes, and 195 solar panels have been added to the roof of their factory and head office. ALPHA-H.COM



The Jojoba Company

The Jojoba Company pride themselves on their high-quality, all-natural formulations using ingredients from safe, sustainable and traceable sources that are active and clinically proven to achieve results; its mantra has always been 'good for you and good for the earth'. All products are Australian made, made from natural ingredients, vegan and cruelty-free and recyclable. THEJOJOBACOMPANY.COM.AU