

**PIVOT  
POINT**



the  
**Green Beauty**  
community

# **GREEN BEAUTY COMMUNITY GUIDEBOOK**

Sustainability for the Professional  
Beauty, Barber and Wellness Industry



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# GREEN BEAUTY: A MORE SUSTAINABLE BEAUTY INDUSTRY

**Welcome!** Created by the Green Beauty Community, a group of beauty industry professionals looking to make a difference, this guide will help you navigate the world of “green beauty,” regardless of where you are in your beauty industry journey.

Our industry's impact on our planet's health is substantial—from the materials we use, to how we reuse, recycle and dispose of our waste and water, to the amount of energy we consume. In a world where protecting our environment is more important than ever, the beauty industry—and you as a professional—are in a perfect position to make a difference every day. This guide offers information and tools to help all of us play our part.

Sustainability is only a part of a more extensive discussion that also includes health, well-being, ethics and diversity. A healthy planet provides for healthy people, and ethical, inclusive practices ensure everyone thrives within that balance.

Going green isn't just good for the planet. It can be good for business, too. Socially responsible buying is a significant driving force in the new economy. Beyond creating efficiencies and savings, your eco-conscious choices can attract a growing crowd of clients who share your commitment and want to put their money where their ethics are.

View this guide as a call to action and our opportunity to redefine beauty industry standards. Things are constantly changing—meaning this guide will always be a work in progress. We hope you'll reach out and share your thoughts on how this guide can be improved and help us keep the guide cutting-edge and free from misinformation. Let's work together to build a trusted resource for impactful change.

Special thanks to the team at Pivot Point International for bringing this guide to life!

Sincerely,

**The Green Beauty Community**



#### TAKE ACTION:

- Visit the Green Beauty Community website – <https://greenbeautycommunity.com/>
- Join the Green Beauty Community – <https://greenbeautycommunity.com/signup>
- Share your thoughts and ideas – [hello@greenbeautycommunity.com](mailto:hello@greenbeautycommunity.com)

# KEY TOPICS: WHAT WE'RE TALKING ABOUT

## Key topics this guide will explore in more detail:

- ▶ **Eco-Friendly Products and Practices:** Understand how to select products with minimally harmful ingredients and packaging, reducing the carbon footprint of your services.

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- ▶ **Resource Conservation:** Learn water and energy conservation strategies in your daily operations, positively impacting the environment and operational costs.

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- ▶ **Waste Reduction:** Dive into methods for minimizing waste, such as choosing recyclable or compostable materials and implementing a recycling program in your salon, as well as reducing your waste at the source.

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- ▶ **Ethical Sourcing:** Explore the importance of ethically sourced products and materials and the role of a stylist in promoting sustainable and fair-trade products.

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- ▶ **Economic Viability:** Balance sustainability with profitability, ensuring that green initiatives contribute to your business's financial health.

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- ▶ **Social Responsibility:** See how advocating for fair labor practices and workplace diversity can elevate your brand and support a more just industry.

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Want to get started right away? Please see our **Sustainable Salon Practices Checklist**.



# PRODUCT KNOWLEDGE

Everything that goes into your sink has to flow out somewhere; every package you empty has to end up somewhere else. Be vigilant and mindful of the beauty products you choose and use.

## INGREDIENTS

Sustainable ingredients are sourced and produced in ways that are mindful of the environment, human health and the welfare of animals. Sustainable ingredients in beauty products are derived from sources that prioritize ecological balance, minimize environmental impact and ensure resources are replenished at a rate that does not deplete the earth. These include plant-based materials, minerals and even some synthetic ingredients produced with green chemistry principles.

### KEY CHARACTERISTICS OF SUSTAINABLE INGREDIENTS

Sustainable ingredients are:

- ▶ **Biodegradable** – Break down naturally in the environment without causing harm to ecosystems.

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- ▶ **Renewable** – Derived from sources that can be replenished quickly, such as certain plants or algae.

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- ▶ **Non-Toxic** – Free from harmful chemicals that can risk human health and the environment.

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- ▶ **Ethically Sourced** – Produced in ways that respect human rights and animal welfare.

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- ▶ **Minimally Processed** – Free from harsh chemicals or other harmful additives.

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### IMPACT ON HEALTH

Avoiding harmful chemicals and toxins offers a safer option for your clients, making it less likely they will have skin irritation, allergies or long-term health issues. These issues can also be minimized by carefully following manufacturer's instructions.

### DEFINING ORGANIC AND NATURAL

- ▶ **Organic Products:** These are products made from ingredients grown without synthetic pesticides, fertilizers or genetically modified organisms (GMOs). Organic certification, such as USDA Organic or ECOCERT, ensures the production process adheres to strict organic farming standards.

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- ▶ **Natural Products:** While not legally defined, "natural" generally refers to products made from ingredients found in nature, with minimal processing and no synthetic chemicals. The term can be subjective, and there is a growing call for more precise definitions and standards.

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### BENEFITS OF ORGANIC AND NATURAL PRODUCTS

- ▶ **Health and Safety:** Organic and natural products often contain fewer irritants and toxic chemicals, making them safer for consumers, especially those with sensitive skin or allergies.

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- ▶ **Environmental Impact:** Organic farming practices promote biodiversity and soil health and reduce contamination of water sources, making these products more sustainable.

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- ▶ **Efficacy:** Many consumers believe that organic and natural products are more effective, relying on the inherent properties of natural ingredients.

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# PRODUCT KNOWLEDGE

## INGREDIENTS <sup>CONT'D</sup>

### CHALLENGES AND CONSIDERATIONS

- ▶ **Certification and Labeling:** Understanding the various certifications and labels can be challenging for consumers.
- ▶ **Misconceptions and “Greenwashing”:** Accurate consumer knowledge and awareness requires addressing common misconceptions and the issue of “greenwashing,” where products are marketed as “natural” or “organic” without official certification or substantial basis



**TAKE ACTION:** By choosing beauty products made with sustainable ingredients, you can help protect the environment and promote a more ethical beauty industry.

### ECO-FRIENDLY PACKAGING

Traditional beauty packaging, often made from plastics and non-recyclable materials, contributes significantly to environmental pollution, waste and landfill use.

**ECO-FRIENDLY PACKAGING UTILIZES MATERIALS THAT ARE EITHER BIODEGRADABLE, RECYCLABLE, MADE FROM RECYCLED CONTENT OR THAT TAKE UP AS LITTLE LANDFILL SPACE AS POSSIBLE. THERE ARE MANY OPTIONS; SOME OF THE MOST POPULAR INCLUDE:**

- ▶ **Refillable Products** – Consider durable and easy-to-refill containers—brands may offer bulk options or thinner plastic pouches that you can easily put into the container as an alternative to single-use packaging.
- ▶ **Thinner Packaging** – Products packed in bags and pouches take up far less landfill space when you do have to throw the packaging away.
- ▶ **Bioplastics** – Derived from renewable resources like corn starch, these plastics decompose faster than traditional plastics.
- ▶ **Glass** – A recyclable and reusable option that can be infinitely recycled without losing quality.
- ▶ **Aluminum** – Recycling aluminum requires 95% less energy than making aluminum from raw material.
- ▶ **Recycled Plastics** – Post-consumer recycled plastics reduce the demand for new plastic production.
- ▶ **Bamboo and Wood** – Sourced from sustainable forests, these materials offer a durable and biodegradable alternative.
- ▶ **Paper and Cardboard** – Easily recyclable and biodegradable, these materials are ideal for secondary (outer) packaging.



**TAKE ACTION:** Look for brands committed to sustainability and support their efforts to reduce environmental impact.

# PRODUCT KNOWLEDGE

## ETHICAL SOURCING AND FAIR TRADE

Ethical sourcing, a cornerstone of fair trade, involves procuring ingredients and materials responsibly, considering both social and environmental factors.

- ▶ **Respecting Human Rights:** Ensuring fair treatment, living wages and safe working conditions for everyone involved in the industry supply chain.
- ▶ **Supporting Local Communities:** Partnering with local suppliers and communities to promote economic development and avoid exploitation.
- ▶ **Preserving the Environment:** Sourcing materials in a way that minimizes environmental impact and protects biodiversity.
- ▶ **Promoting Environmental Justice:** Ensuring marginalized communities are not singled out to be targets for hazardous land use.



**TAKE ACTION:** Evaluate your partners and the brands you support. Choose products made with ethically sourced ingredients and partner with brands committed to transparency and sustainability. Certifications like B-Corp and SA8000® can help companies stay transparent and accountable for their practices.

## SUSTAINABLE MANUFACTURING

BELOW ARE SOME OF THE FUNDAMENTAL PRINCIPLES OF SUSTAINABLE MANUFACTURING:

- ▶ **Energy Efficiency:** Implementing practices and technologies that reduce energy consumption in production facilities.
- ▶ **Waste Reduction:** Minimizing waste generated during production, including efforts to reuse and recycle materials.
- ▶ **Water Conservation:** Reducing water usage in manufacturing processes and implementing water recycling systems.
- ▶ **Reducing Carbon Footprint:** Using renewable energy sources and optimizing production processes to lower greenhouse gas emissions.
- ▶ **Local manufacturing:** Brands that have their products made locally automatically reduce emissions compared to products produced and shipped overseas. Global trade emissions account for 20%-30% of global CO2 emissions.

EXAMPLES OF SUSTAINABLE PRACTICES INCLUDE:

- ▶ **Cold Processing:** Reducing energy consumption by formulating products at room temperature.
- ▶ **Green Chemistry:** Using chemical processes and ingredients that reduce or eliminate the use and generation of hazardous substances.
- ▶ **Zero-Waste Manufacturing:** Aims to produce fully used materials, minimizing waste.



**TAKE ACTION:** Ask your product suppliers about their manufacturing processes. Choose to partner with suppliers who prioritize reducing environmental impact in their production.

# WASTE MANAGEMENT



“Reduce, Reuse, Recycle” has been the sustainability mantra for decades now, but these simple principles remain true. The less waste we put into the environment, the better off the Earth—and we—will be.

## REDUCTION PRACTICES IN THE BEAUTY INDUSTRY

### ESSENTIALS OF REDUCTION

- ▶ **Respecting Human Rights:** Ensuring fair treatment, living wages and safe working conditions for everyone involved in the industry supply chain.

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- ▶ **Reduced Packaging:** Minimizing packaging materials for beauty products, particularly non-recyclable or non-biodegradable ones. Examples include refillable containers and avoiding single-use packaging.

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- ▶ **Bulk Buying Options:** Offering products in larger sizes or in bulk can reduce the overall amount of packaging required per product unit.

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- ▶ **Conscious Use:** Being mindful of your product and resource use is a first step—not letting your sink run too long, mixing less product, unplugging tools when not in use, etc.

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- ▶ **Digital Solutions:** There are many scheduling and point-of-sale (POS) systems to minimize paper usage. Online retail can reduce expired product waste and save money. There are even electronic tools to help you track your product waste.

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### IMPACT OF REDUCTION

- ▶ **Environmental Preservation:** Less resource usage and waste production, contributing to a lower environmental footprint.

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- ▶ **Cost Efficiency:** Potential savings in production and consumer expenses, leading to a more economical product lifecycle.

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- ▶ **Public Awareness:** Promotes consumer awareness and responsibility toward overconsumption.

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### CHALLENGES AND OPPORTUNITIES

- ▶ **Innovation in Product Development:** Experimenting with products that could be packaged in reusable or reduced packaging.

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- ▶ **Market Adaptation:** Having varying packaging options available to consumers and professionals that fit personal preferences.

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- ▶ **Regulatory Compliance:** Navigating and complying with changing national and international regulations that support innovative packaging options and environmental conservation.

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# WASTE MANAGEMENT

## REDUCTION PRACTICES IN THE BEAUTY INDUSTRY <sup>CONT'D</sup>

### PARTICIPATORY ACTIONS

- ▶ **Conscious Actions:** Staying aware of your actions will create more sustainable habits. What helps is having the people around you support your actions, leaving reminders for yourself and finding brands and tools that make it simpler to reduce.

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- ▶ **Shaping Market Trends With Your Purchases:** Individuals can influence changes in market trends when they choose products and services that align with their values. Companies tend to embrace practices that gain popularity among consumers.

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- ▶ **Educate and Advocate:** It's essential to share the importance of reduction practices. Discussing it with the people around you can create a ripple effect of knowledge through your clients, friends and industry networks. For example, contact the companies and brands you work with to advocate different packaging options or reducing their energy consumption through renewable resources.

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**TAKE ACTION:** Prioritize minimal, sustainable packaging like refillable or recycled materials. Conserve resources—turn off lights/tools, minimize product waste and use water-saving techniques.

## RECYCLING AND UPCYCLING

### THE BASICS OF RECYCLING AND UPCYCLING

- ▶ **Recycling:** Involves converting waste materials into new materials and objects. This can include recycling packaging materials like plastic, glass and metal in the beauty industry.

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- ▶ **Upcycling:** Goes a step further by transforming waste materials or unwanted products into new materials or products of higher quality or environmental value. An example in the beauty industry could be using discarded cosmetic containers to create planters or leftover coffee grounds to make body scrubs.

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### THE IMPACT OF RECYCLING AND UPCYCLING

- ▶ **Environmental Benefits:** Reduces the amount of waste sent to landfills and incinerators, conserves natural resources and reduces pollution.

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- ▶ **Economic Advantages:** Create new job opportunities and boost local economies.

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- ▶ **Innovation and Brand Image:** Offers opportunities for innovation in product design and can enhance a brand's image as environmentally responsible.

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# WASTE MANAGEMENT

## RECYCLING AND UPCYCLING CONT'D

### CHALLENGES AND OPPORTUNITIES

- ▶ **Collection and Processing:** Efficient systems for collecting and processing recyclable materials are essential but can be challenging to implement due to financial investment, time constraints and lack of local support.
- ▶ **Consumer Participation:** Educating consumers about recycling programs and encouraging their participation is crucial for success.
- ▶ **Design for Recyclability:** Encouraging beauty brands to design products and packaging with end-of-life recyclability in mind. However, waste disposal options have to be easy and accessible to consumers.
- ▶ **Deceptive Communications and Labeling:** Many companies mislead consumers by claiming products are recyclable when they're not ("greenwashing").
- ▶ **Lack of Regulation:** Different rules in every city and state make it hard for people to make decisions. Standardized rules and resources across the board would make recycling much easier and more effective.

### WHAT YOU CAN DO

- ▶ Look for beauty brands that are committed to recycling and upcycling. This could mean they support recycling initiatives, partner with manufacturers or create their own recycling program.
- ▶ Choose products with minimal packaging or with packaging made from easily recyclable materials.
- ▶ Recycle your waste locally or with brands and companies who recycle. You could also upcycle your beauty waste into something functional.
- ▶ Be educated on how to recycle your waste. Not every recycling program is the same, and not all beauty waste is recycled in the same way.



**TAKE ACTION:** Start a program to take back packaging for recycling or upcycling—there are companies that can help. Offer incentives for customers to participate, and find creative ways to reuse materials in your business.

# WASTE MANAGEMENT

## SERVICE AND REPAIR OF BEAUTY EQUIPMENT

Equipment like salon/barber chairs and hair dryers are essential purchases used regularly, so it's important that they work for an extended amount of time.

- ▶ **Reduced Environmental Impact:** Extending the lifespan of your equipment will minimize waste, prevent premature failure and keep hazardous materials out of the environment.
- ▶ **Cost Savings:** Maintenance is often more affordable than frequent replacements, saving you money in the long term.
- ▶ **Safety and Efficiency:** Properly maintained equipment provides consistent service and lowers hazardous risks such as pipe bursts, fires and broken equipment.

### BEST PRACTICES

- ▶ **Schedule Regular Maintenance:** Create a preventive maintenance plan to identify and address issues early. Scheduling regular building inspectors, shear sharpeners and salon cleaning days are examples.
- ▶ **Seek Professional Repairs:** Ensure quality repairs by utilizing qualified professionals if something is broken or needs maintenance. See who can locally or opt into brands' warranty plans.
- ▶ **Replacement Parts:** Ask professional providers if replacing a part is an option instead of replacing the whole item and where they would suggest finding the necessary parts.



**TAKE ACTION:** Establish a maintenance routine for all salon or business equipment. Seek repair services for products, extending their life and fostering a culture of durability among consumers.

# CARBON FOOTPRINT

## WATER USAGE AND CONSERVATION

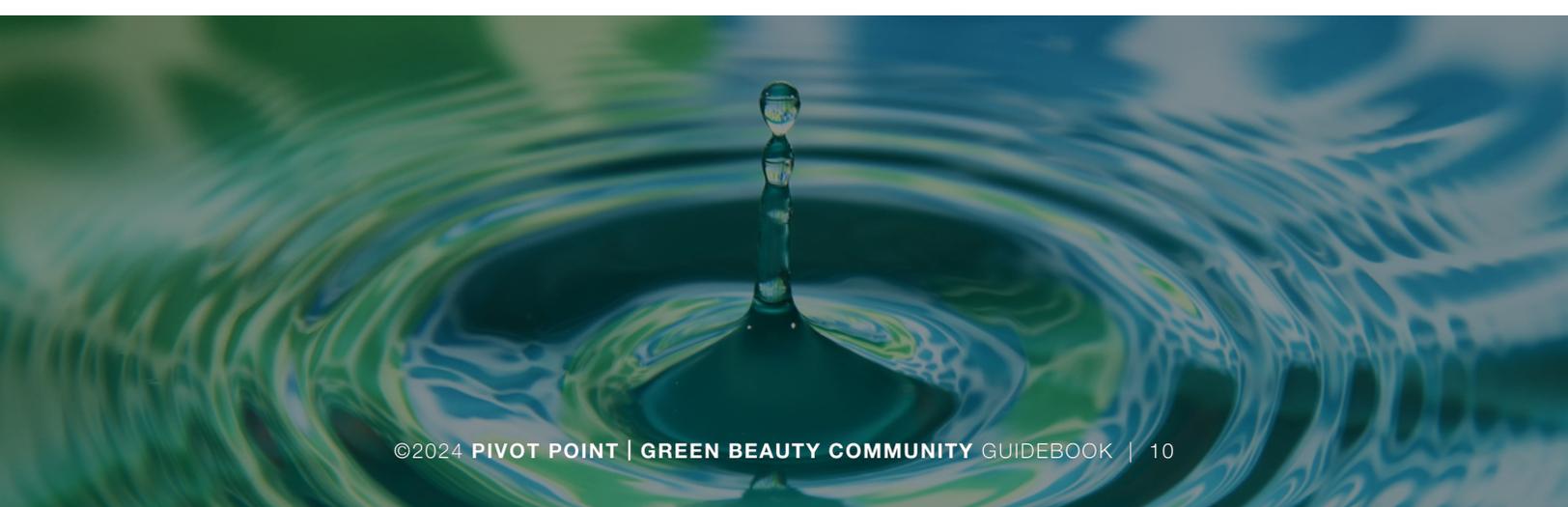
Water is the lifeblood of the beauty industry, used in everything from cleaning, rinsing and coloring hair to product formulations and manufacturing processes. It's also a limited resource in some communities. As the global climate changes, fresh water is becoming more and more of a precious commodity.

### THE SIGNIFICANCE OF WATER USAGE IN SALONS

- ▶ **Salon Water Consumption:** Salons extensively use water for various services, including hair washing, coloring and other beauty treatments.
- ▶ **Water Footprint in Salon Operations:** The water footprint in salons is not just about direct usage; it also includes the indirect use associated with products and services offered. A comprehensive understanding of this footprint is crucial for implementing conservation measures.
- ▶ **Quantifying Use:** For instance, a typical beauty salon can consume up to 270 gallons of water per day, per chair, while a laundry load in a salon may use around 19 gallons of water.
- ▶ Minimize the disposal of color waste into our water systems.

### STRATEGIES FOR WATER CONSERVATION IN SALONS

- ▶ **Low-Water and Waterless Beauty Treatments:** Introduce minimal or no-water treatments, such as dry haircuts or waterless pedicures. These innovative approaches can significantly reduce water usage while maintaining service quality.
- ▶ **Efficient Salon Equipment:** Invest in water-efficient equipment like low-flow faucets, modern hair-wash sinks and systems that consume less water.
- ▶ **Sustainable Product Selection:** Opt for hair and beauty products that require less water in their application and rinsing, contributing to overall water savings.
- ▶ **Single-Use Biodegradable Products:** These products, such as towels, can reduce the need for laundering, saving significant amounts of water and offering an environmentally friendly disposal option.
- ▶ **Water Recycling Systems:** Consider installing water recycling systems that purify and reuse water for non-critical tasks, reducing the salon's demand for fresh water.
- ▶ **Educating Coworkers and Clients:** Staff could be trained in water conservation techniques. Inform clients about these efforts, promoting a culture of sustainability. Being conscious of water usage (time at the sink, how you wash your tools, etc.) is an excellent place to start.



# CARBON FOOTPRINT

## WATER USAGE AND CONSERVATION CONT'D

### CHALLENGES IN WATER CONSERVATION

- ▶ **Maintaining Service Quality:** Innovating in water-saving equipment without compromising the quality of salon services.
- ▶ **Raising Awareness:** Increasing staff and client awareness about the importance of water conservation in salon settings.
- ▶ **Lack of Education:** Beauty professionals and salon owners may not be familiar with building maintenance. If the pipes are not working efficiently, it may lead to excessive water usage and higher utility bills.



**TAKE ACTION:** Think about how you can reduce your water use and your liquid waste. Implement water-saving measures in your operations, such as using water-efficient fixtures, adopting waterless beauty products or systems that reduce liquid waste—for example hair color or pedicures to hair color or pedicures. Look into federal and state grants that could support your actions.

### ENERGY USE IN THE SALON

Salons (and barbershops and spas) consume energy in various forms, including electricity for lighting, heating, air conditioning and powering equipment like hair dryers, styling tools, curing lamps and water heaters. Understanding where and how energy is used is the first step in identifying opportunities for efficiency.

### ENERGY EFFICIENCY TIPS

- ▶ **LED Lighting:** Replace traditional incandescent or fluorescent lights with LED bulbs. LEDs are more energy-efficient, last longer and can significantly reduce electricity usage.
- ▶ **Energy-Efficient Appliances:** Opt for ENERGY STAR-rated appliances that use less energy without sacrificing performance, including hair dryers, washing machines and air conditioners.
- ▶ **Smart Thermostats:** Install smart thermostats to control heating and cooling systems more efficiently. These devices can learn your preferences and adjust temperatures based on salon occupancy and hours of operation.
- ▶ **Timers and Sensors:** Use timers and motion sensors for lighting and equipment to ensure they are only on when needed.
- ▶ **Regular Maintenance:** Keep all equipment well-maintained. For example, regular servicing of HVAC systems can ensure they operate efficiently.
- ▶ **Energy Audit:** Consider conducting an energy audit to identify areas of high energy usage and potential improvements.
- ▶ **Electrical Strips (Power Strips):** These strips help block draining energy from tools that are not used but still plugged in.

### RENEWABLE ENERGY SOURCES

- ▶ **Solar Panels:** Installing solar panels can be a cost-effective way to generate renewable energy for your salon. Although the initial investment may be high, it can lead to significant savings in the long term.
- ▶ **Green Energy Suppliers:** Choose energy suppliers that provide electricity from renewable sources like wind, solar or hydroelectric power.
- ▶ **Energy Credits:** Participate in renewable energy credit programs to offset your salon's energy use.

# CARBON FOOTPRINT

## ENERGY USE IN THE SALON <sup>CONT'D</sup>

### EDUCATING STAFF AND CLIENTS

- ▶ **Energy Conservation Training:** Educate the salon staff about the importance of energy conservation and how they can reduce energy use in their daily tasks.
- ▶ **Client Awareness:** Share your energy conservation efforts with clients. This transparency can enhance your salon's reputation and encourage clients to support sustainable businesses.



**TAKE ACTION: Energy Resources:** Begin by assessing your business's energy consumption. Consider transitioning to renewable energy sources, like solar panels, and invest in energy-efficient appliances. Encourage energy conservation practices among staff and clients, such as turning off equipment when not in use. Engage in community or industry initiatives focused on energy conservation to amplify your impact.

## SALON DESIGN CONSIDERATIONS

A salon's physical space significantly influences its overall environmental impact and operational costs. Building efficiency encompasses the design, construction and maintenance of a salon and contributes to reduced energy consumption, less waste generation and overall sustainability.

### KEY ASPECTS OF BUILDING EFFICIENCY

- ▶ **Insulation and Ventilation:** Proper insulation in walls, ceilings and floors helps maintain temperature, reducing heating and cooling needs. Adequate ventilation ensures healthy indoor air quality, which is essential for salons dealing with various chemical products.
- ▶ **Energy-Efficient Windows and Doors:** Double-glazed windows and well-sealed doors can prevent heat loss, maintaining the salon's temperature more efficiently. Solar window films can also be used to reduce solar heat gain.
- ▶ **Eco-Friendly Flooring:** Choose sustainable options like bamboo, cork or recycled materials. These materials are not only environmentally friendly but also durable and stylish.
- ▶ **Water Conservation Fixtures:** To reduce water usage, install low-flow faucets, toilets and showerheads. Salon-specific water conservation systems can recycle and purify water for reuse in washing stations.
- ▶ **Sustainable Materials:** Use materials with low environmental impact for interior and furnishings. This includes recycled, reclaimed, or sustainably sourced wood, eco-friendly paints and non-toxic finishes.
- ▶ **High-Quality Furniture and Fixtures:** When selecting salon furniture, especially salon chairs, investing in high-quality equipment is a consideration. Low-quality options often have a brief lifespan so, to ensure durability and sustainability, focus on purchasing from reputable companies. Additionally, don't forget to ask about repair options to further extend the life of your investments.
- ▶ **Cosmetic Building Alterations:** You can make some simple cosmetic changes to your building that save energy. Painting the roof a light color will help reduce your AC bill when it's hot outside, sheer window curtains can help reduce the amount of heat that the building holds and planting native plants where there is grass will create its ecosystem and water won't be an issue (plus supporting native biodiversity).

# CARBON FOOTPRINT

## SALON DESIGN CONSIDERATIONS CONT'D

### ENERGY MANAGEMENT SYSTEMS

- ▶ **Automated Systems:** Implement automated systems for lighting, heating and cooling. These systems can adjust based on salon occupancy, time of day and season, optimizing energy Use.
- ▶ **Green Building Certifications:** Aim for green building certifications like LEED (Leadership in Energy and Environmental Design) or BREEAM (Building Research Establishment Environmental Assessment Method) to ensure your salon meets high sustainability standards.

### MAINTENANCE AND UPKEEP

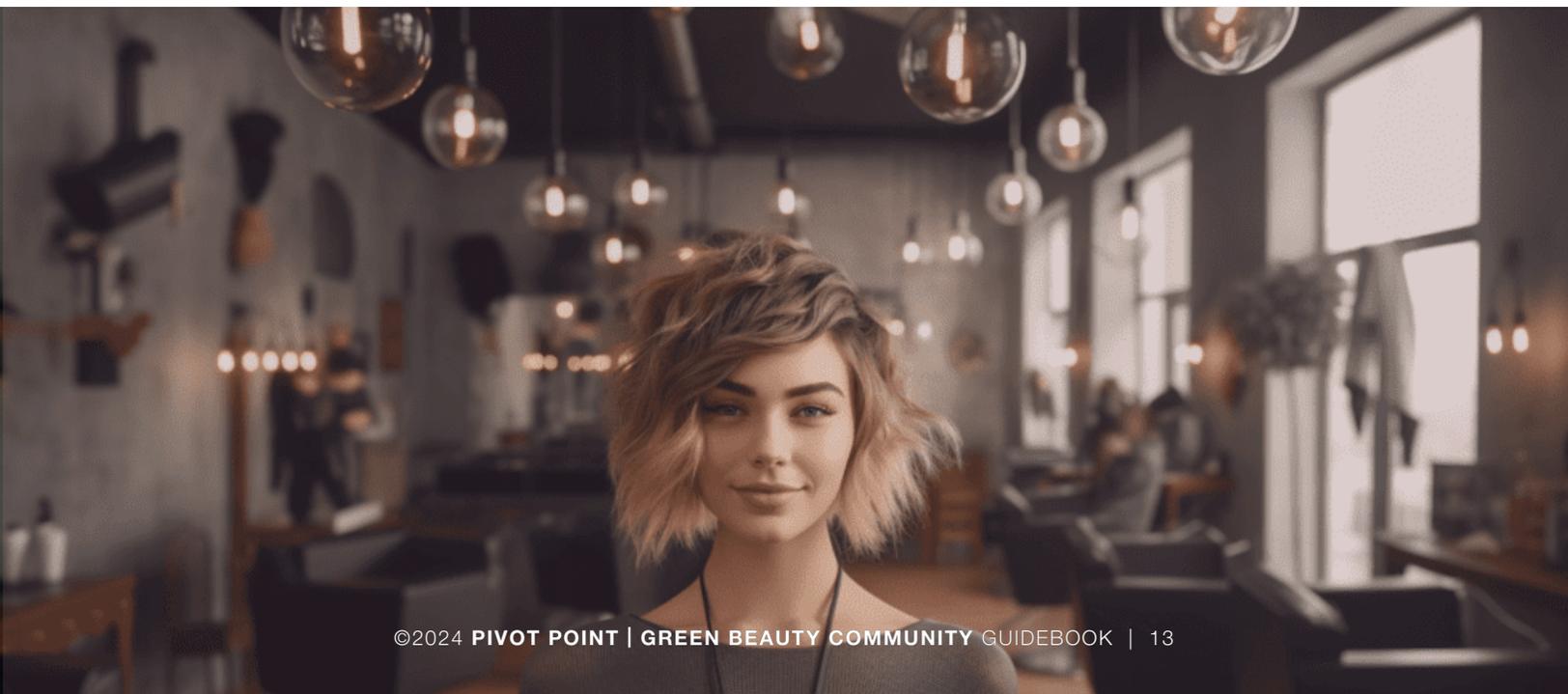
Regular maintenance ensures that all aspects of the building are functioning efficiently. This includes checking insulation, sealing leaks, servicing HVAC systems and ensuring all electrical and plumbing systems are in optimal condition.

### BENEFITS OF BUILDING EFFICIENCY

- ▶ **Cost Savings:** Efficient buildings typically incur lower utility costs due to reduced energy and water usage.
- ▶ **Enhanced Client Experience:** A well-designed and maintained salon can provide clients with a more comfortable and healthier environment.
- ▶ **Environmental Impact:** Efficient buildings contribute to reduced greenhouse gas emissions and a lower ecological footprint.



**TAKE ACTION:** Optimize the energy efficiency of your salon's physical space. Start with an energy audit to identify areas for improvement. Implement insulation, use energy-efficient lighting and install smart thermostats to regulate temperature efficiently.



# REGULATIONS AND CERTIFICATIONS FOR BRANDS

Regulations and certifications exist to protect the public and to empower consumer trust with knowledge and assurances.

## KEY REGULATIONS IMPACTING SUSTAINABILITY

- ▶ **Global and Regional Regulations:** From the EU's cosmetics regulations to the U.S. FDA's guidelines, these regulations set minimum standards for the environmental impact of beauty products.
- ▶ **Ingredient and Production Restrictions:** Specific regulations restrict the use of certain chemicals and promote sustainable sourcing practices throughout the beauty supply chain.

## CERTIFICATIONS

Certifications build consumer trust by providing third-party verification and an independent assessment of a product's sustainability or ethical claims, reducing the risk of greenwashing and making it easier for consumers to identify products that align with their values. However, obtaining certifications can be complex and expensive, especially for smaller brands. Categories include Organic and Natural, Cruelty-Free, Fair Trade and Ethical Sourcing Certifications.

### BETTER-KNOWN CERTIFICATIONS:

- ▶ **Leaping Bunny:** <https://www.leapingbunny.org>
- ▶ **PETA: People for the Ethical Treatment of Animals:** <https://www.peta.org>
- ▶ **Carbon Neutral:** This might refer to a certification by various bodies; one such example is Carbon Trust: <https://www.carbontrust.com>
- ▶ **B-Corp:** ' Lab's B Corporation Certification: <https://bcorporation.net>
- ▶ **Fair for Life:** <https://www.fairforlife.org>
- ▶ **Fair Trade USA:** <https://www.fairtradecertified.org>
- ▶ **USDA Organic:** U.S. Department of Agriculture Organic Certification: <https://www.usda.gov/topics/organic>
- ▶ **COSMOS (Cosmetic Organic and Natural Standard):** <https://www.cosmos-standard.org>
- ▶ **RSPO (Roundtable on Sustainable Palm Oil):** <https://www.rspo.org>
- ▶ **FSC (Forest Stewardship Certification):** <https://www.fsc.org>
- ▶ **RainForest Alliance:** <https://www.rainforest-alliance.org>



**TAKE ACTION:** Identify certifications that align with your brand's sustainability goals and resonate with your target audience. Work toward implementing the necessary changes in your practices to meet the requirements of these certifications. Communicate your commitment to these standards in your messaging.

# EMERGING TECHNOLOGIES AND INNOVATION

Technology continually evolves, and the beauty industry embraces cutting-edge technology to support sustainable initiatives. Below are a few examples.

## INGREDIENTS AND FORMULAS

- ▶ **Lab-Grown Naturals:** Scientists are growing ingredients like vanilla and rose in labs, saving water and land.
- ▶ **Green Chemistry:** Safer formulas that use fewer harsh chemicals and protect the environment are emerging.

## MANUFACTURING

- ▶ **Energy Efficiency:** Factories use less energy to produce beauty products, reducing their carbon footprints. This is from opting for renewable energy sources like solar or wind power, EV transportation, etc.
- ▶ **Water Savers:** Innovative systems recycle and reuse water in manufacturing, cutting water waste.
- ▶ **Recycling:** Using AI for sorting recyclables after collection or creating composite materials made from reclaimed plastics and biomaterials like hair.

## PACKAGING

- ▶ **Smart Packaging:** Intelligent packaging keeps products fresh longer, reduces waste, and educates shoppers about proper disposal.
- ▶ **Eco-Friendly Materials:** Compostable and biodegradable packaging materials offer alternatives to plastic.

## INNOVATIONS

- ▶ Reusable mannequin head forms, more sustainable practice mannequins.
- ▶ Waste-reducing color management hardware and software.
- ▶ **AI-Powered Personalization:** AI creates custom beauty products, cutting back on mass production waste.
- ▶ **Digital Tools:** Apps and platforms boost supply chain transparency and sustainability tracking.



**TAKE ACTION:** Stay informed about new sustainable technologies relevant to your business. Consider one new technology this year that will improve your sustainability metrics.

# SUSTAINABILITY AND PROFITABILITY

Sustainable business practices can also mean better business. If co-owners, business partners, investors or bosses need more convincing, here some handy benefits of going green.

- ▶ **Cost Savings Through Efficiency:** One of the most direct benefits of sustainability is cost savings achieved through efficiency improvements such as energy-efficient lighting, water-conserving fixtures, hair color management technologies and energy-smart appliances. Minimal and eco-friendly packaging can decrease waste and lower shipping and storage costs.
- ▶ **Customer Loyalty:** An increasing number of consumers are willing to pay a premium for services and products that align with their environmental and ethical values. Capitalizing on the green market can also differentiate your salon or brand, attracting customers looking for eco-conscious beauty solutions.
- ▶ **Incentives and Subsidies:** Governments and organizations often offer incentives, subsidies, or tax breaks for businesses implementing eco-friendly practices. These can include rebates for purchasing energy-efficient appliances, subsidies for renewable energy installations and tax deductions for adopting green practices. Such incentives can offset the initial costs of transitioning to more sustainable operations.
- ▶ **Understand Costs:** Understand upfront costs when transitioning to sustainable practices. Smart planning and utilizing resources can make the journey attainable and financially viable in the long run.



# SUSTAINABILITY AND YOUR CLIENTS

Consumer education and awareness are important in driving sustainable practices in the beauty industry. Informed consumers can make choices that align with their values and, in turn, influence industry trends toward greater sustainability. They can also push for systematic change in regulation, policy and corporate responsibility.

- ▶ **Implementing a Green Fee:** A “green fee” is an additional cost to salon clients (per service) that goes toward sustainable salon initiatives. This can be (but is not limited to) recycling programs, updating salon infrastructure or switching beauty product lines. This could also include support for local environmental initiatives or contributing to carbon offset programs to neutralize the salon's ecological footprint.
- ▶ **Packaging and Labeling:** Labeling beauty products helps consumers when they are looking for organic, cruelty-free, sustainably sourced products, etc.



**TAKE ACTION:** Create informative content about sustainability in beauty, sharing it through social media, in-store displays or workshops. Highlight how individual choices can lead to collective environmental benefits and highlight your role.



# RESOURCES YOU CAN USE RIGHT NOW

There is absolutely nothing stopping you from taking steps right now toward a greener and more sustainable beauty industry. Use the resources and tips below to implement Green Beauty wherever you can!

## GETTING STARTED: BUSINESS CONSIDERATIONS

- ▶ **Start Small and Scale Gradually:** For small businesses and solo practitioners, starting with small, manageable changes that don't require significant upfront investment is important. Begin by evaluating your most used products and practices and identify areas where simple swaps can make a big difference. For example, switching to LED lighting, using eco-friendly cleaning products or adopting a recycling program can be excellent first steps.

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- ▶ **Leverage Local and Community Resources:** Small businesses have the advantage of being deeply rooted in their communities, which can serve as a rich resource for sustainable practices. Consider sourcing products locally to reduce transportation emissions and support the local economy. Engage with community recycling programs or local environmental groups to learn about available resources and initiatives you can participate in.

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- ▶ **Build Partnerships and Collaborations:** Partnerships with other small businesses or independent professionals can amplify your sustainability efforts. Collaborate on bulk purchasing to reduce costs and packaging or create a local network to share resources like eco-friendly supplies or renewable energy solutions. These partnerships can also extend to shared marketing campaigns to raise awareness about sustainability efforts within your community.

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- ▶ **Educate and Involve Your Clients:** Clients of small businesses often appreciate a more personalized approach and are likely to support sustainability initiatives. Use this to your advantage by educating your clients on the benefits of your sustainable practices. Offer incentives for clients participating in sustainability programs, such as discounts for bringing in their reusable containers or opting into digital receipts.

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- ▶ **Maximize Digital Tools for Efficiency:** Digital tools can help small businesses operate more efficiently and sustainably. Use online booking systems to reduce paper waste, embrace digital marketing to reach out to your clients and consider using cloud-based software to manage your business operations to minimize the need for physical storage and paper records.

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- ▶ **Continuous Learning and Adaptation:** The sustainability landscape constantly evolves, with new technologies, materials and practices emerging regularly. Small businesses should adopt a continuous learning mindset and be open to adapting their practices as more sustainable options become available. Engage in online forums, industry groups or local workshops focused on sustainability to stay informed about the latest trends and innovations.

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- ▶ **Seek Certification and Recognition:** Obtaining certification from recognized green beauty or environmental organizations can offer credibility and visibility for small businesses committed to sustainability. While certification processes can sometimes be resource-intensive, many programs provide tailored options for small entities. Displaying your certification can attract eco-conscious consumers and set you apart in a competitive market.



# CHECKLIST: SUSTAINABLE SALON PRACTICES

## WASTE MANAGEMENT:

- ▶ Establish protocols for properly separating and disposing of salon waste.
- ▶ Partner with waste management services specializing in handling beauty product packaging and chemicals.
- ▶ Use digital scheduling and point-of-sale software to reduce paper waste.

## REDUCTION PRACTICES:

- ▶ Implement monitoring and reducing product waste systems, such as precise measuring tools.
- ▶ Encourage clients to participate in reduction practices like returning containers for refills.

## RECYCLING AND UPCYCLING:

- ▶ Set up detailed recycling guidelines for clients and staff to follow.
- ▶ Find creative ways to repurpose old beauty tools and materials within the salon.
- ▶ Service and Repair of Beauty Equipment:
  - ▶ Establish a routine maintenance schedule for all salon equipment.
  - ▶ Invest in training staff to properly handle and care for tools to prevent frequent breakdowns.

## PRODUCT KNOWLEDGE:

- ▶ Assess and understand the sustainability profile of each product line.
- ▶ Train staff to communicate the benefits of sustainable products to clients effectively.
- ▶ Ingredients:
  - ▶ Identify and use products formulated with sustainably sourced, organic ingredients.
  - ▶ Eliminate products containing harmful chemicals and allergens from salon offerings.

## ECO-FRIENDLY PACKAGING:

- ▶ Select products with packaging designed for recyclability or compostability.
- ▶ Encourage suppliers to reduce packaging and use eco-conscious materials.

# CHECKLIST: SUSTAINABLE SALON PRACTICES

## ETHICAL SOURCING AND FAIR TRADE:

- ▶ Source ingredients and products from suppliers that adhere to fair trade principles.
- ▶ Ensure that the manufacturing processes respect workers' rights and the environment.
- ▶ Sustainable Manufacturing Processes:
- ▶ Partner with brands that utilize sustainable manufacturing technologies.
- ▶ Inquire about the manufacturing processes of product suppliers regarding sustainability.

## CRUELTY-FREE PRODUCTS:

- ▶ Stock and promote cruelty-free products with verifiable certifications.
- ▶ Organic and Natural Products:
- ▶ Favor products that have credible organic certifications and natural ingredients.
- ▶ Educate clients on the benefits of organic and natural products for personal health and the environment.

## CARBON FOOTPRINT:

- ▶ Encourage customers and employees to use alternate forms of travel.
- ▶ Engage in carbon offset programs to mitigate the environmental impact.

## WATER USAGE AND CONSERVATION:

- ▶ Install water-saving devices and regularly check for leaks.
- ▶ Train staff on water conservation techniques and best practices.
- ▶ Minimize the disposal of color waste using color calculation technologies.

## ENERGY RESOURCES:

- ▶ Use ENERGY STAR-rated appliances and encourage maintenance for energy efficiency.
- ▶ Opt for renewable energy sources when possible, such as solar panels.

# CHECKLIST: SUSTAINABLE SALON PRACTICES

## BUILDING EFFICIENCY:

- ▶ Evaluate and upgrade insulation and windows for better energy conservation.
- ▶ Automate lighting and climate control systems for optimal energy use.

## CONSUMER EDUCATION:

- ▶ Create educational materials on sustainable beauty practices for clients.
- ▶ Offer consultations that include guidance on sustainable product choices and applications.

## EMERGING TECHNOLOGIES AND INNOVATION:

- ▶ Stay up to date on new sustainable technologies in the beauty industry and assess their applicability to salon operations.
- ▶ Incorporate innovative solutions that offer environmental benefits into the salon's service offerings.

## REGULATIONS AND CERTIFICATION:

- ▶ Continuously update salon practices to adhere to the latest sustainability regulations.
- ▶ Aim for certifications that distinguish the salon as a leader in sustainable beauty practices.



# INDUSTRY PARTNERS

The Green Beauty Community appreciates the companies who support our mission and provide the products, resources and services leading to a more sustainable professional beauty industry.

**Special thanks to our initial launch partners.**

## artist on go

### ArtistOnGo

[www.artistongo.com](http://www.artistongo.com)

**Contact:** Dharmendra Manwani  
**email:** [dm@artistongo.com](mailto:dm@artistongo.com)

ArtistOnGo.com is a salon rental platform for beauty pros, salon & suite owners. Beauty pros find dream salons by location, price, and amenities, and the salon earns through these rentals.

## CANVAS ME

### Canvas ME

[www.canvasme.com/](http://www.canvasme.com/)

**Contact:** Matt Martinelli  
**email:** [matt@canvasme.com](mailto:matt@canvasme.com)

Canvas ME revolutionizes personal branding, recruitment, and career growth in beauty. It's the leading portfolio platform, enriching education, and empowering students with vital resource.



### Green Circle Salons

[www.greencirclesalons.com](http://www.greencirclesalons.com)

**Contact:** Larry Kane  
**email:** [lkane@greencirclesalons.com](mailto:lkane@greencirclesalons.com)

Green Circle Salons is a certified B Corporation that helps businesses keep up to 95% of their beauty waste out of landfills with their Zero Waste to Landfill certified services.

## iBeAuthentic

### iBeAuthentic

[www.ibeauthentic.com](http://www.ibeauthentic.com)

**Contact:** Chuck Salewsky  
**email:** [csalewsky@ibeauthentic.com](mailto:csalewsky@ibeauthentic.com)

iBeAuthentic is a digital communications company that increases the business of beauty distributors and brands through meaningful, personalized digital marketing.

## INNERSENSE

### Innersense Organic Beauty

[www.innersensebeauty.com](http://www.innersensebeauty.com)

**Contact:** Tessa Watne  
**email:** [tessa@innersensebeauty.com](mailto:tessa@innersensebeauty.com)

Innersense Organic Beauty utilizes organic chemistry to raise the bar on clean, luxurious formulas with professional performance to care for your hair, health and planet.

## INSIGHT

### INSIGHT Professional

[www.pro.insightprofessionalna.com](http://www.pro.insightprofessionalna.com)

**Contact:** Bryan Gaum  
**email:** [gaum@eley.it](mailto:gaum@eley.it)

INSIGHT PROFESSIONAL produces professional cosmetics based on phyto-extracts and organic ingredients. Urban Nature is its mission: to rework ancient botanical knowledge and transport it into our daily lives, with a focus on all-round sustainability, both environmental and also social.

# INDUSTRY PARTNERS



## Modern Salon Media

[www.modernsalon.com](http://www.modernsalon.com)

**Contact:** Anne Moratto  
**email:** [anne.moratto@bobit.com](mailto:anne.moratto@bobit.com)

For 100 years, MODERN SALON has been supporting salon professionals and leaders at every stage of their career through education, inspiration, and elevation. Our vision is to foster inclusivity, creative evolution, and authentic connection while remaining grounded in the core values of artistry and innovation.



## Pivot Point International

[www.pivot-point.com](http://www.pivot-point.com)

**Contact:** Steve Reiss  
**email:** [sreiss@pivot-point.com](mailto:sreiss@pivot-point.com)

Pivot Point International is the driving force behind digital learning and development for hair and beauty education. From education to hair and tools, our products support sustainable careers to push the industry forward.



## Qnity

[www.qnityinc.com](http://www.qnityinc.com)

**Contact:** Tom Kuhn  
**email:** [tom.kuhn@qnityinc.com](mailto:tom.kuhn@qnityinc.com)

Qnity simplifies salon business operations through turnkey systems, coaching, and services. Known for its visually engaging solutions, Qnity helps beauty and wellness businesses achieve greater financial success through scalable and sustainable practices.



## Sustain Beauty Co

[www.sustainbeauty.co](http://www.sustainbeauty.co)

**Contact:** Valorie Tate  
**email:** [valorie@linkupmarketing.com](mailto:valorie@linkupmarketing.com)

Sustain Beauty Co represents some of the professional beauty industry's top eco-responsible brands and have a reputation for finding and sourcing innovative products that artists love, like ECOHEADS, Scrummi, Paper Not Foil and more!



## The Tease Media

[www.thetease.com](http://www.thetease.com)

**Contact:** Erin Kiely  
**email:** [ekiely@thetease.com](mailto:ekiely@thetease.com)

The Tease is a media site covering all things hair, beauty and pop culture for those who want to stay in the know.



## Vish

[www.getvish.com](http://www.getvish.com)

**Contact:** Will Simpson  
**email:** [will.simpson@getvish.com](mailto:will.simpson@getvish.com)

Designed by leading colorists and salon owners, Vish helps salons to mix efficiently, capture all color revenue, price services accurately and manage product inventory.



## WE WELCOME NEW PARTNERS!

Please reach out to discuss how we can best work together.  
[hello@greenbeautycommunity.com](mailto:hello@greenbeautycommunity.com)

# SOURCES/REFERENCES



## OUR ASK:

Please let us know of any additional resources that may be of value to our community.  
[hello@greenbeautycommunity.com](mailto:hello@greenbeautycommunity.com)

## SUSTAINABLE BEAUTY

- Consumer Education and Awareness
  - Education Resources from The Green Beauty Community
- Emerging Salon Technologies and Innovations
  - Salon Today Technology Guide
- Service and Repair of Beauty Equipment
  - A Comprehensive Guide to Maintaining Your Hair Salon Equipment: Salon Chairs Checklist
- GSN Planet
  - <https://gsnplanet.org/>

## PRODUCT KNOWLEDGE

- Cruelty-Free and Vegan Products
  - What Does Vegan & Cruelty-Free Mean & Why Does It Matter? – Sustainable Jungle Defines and discusses the importance of vegan and cruelty-free products.
- Sustainable Beauty Brand Trends
  - Growing Sustainable Beauty Trends for Emerging Brands in 2023 – NIQ Sustainable beauty packaging trends.
- Ethical Sourcing and Fair Trade
  - Beauty and Fair Trade USA™ Case Study – Fair Trade Certified Explores a case study on ethical sourcing and fair trade in the beauty industry.
- Organic and Natural Products
  - Organic Skin Care Market – Mordor Intelligence
- About Clean Beauty
  - The Credo Clean Standard
- Emerging Salon Technologies and Innovations
  - How does trade contribute to climate change, and how can it advance climate act-on? - Grantham Research Institute on climate change and the environment

## WASTE MANAGEMENT

- Glass Recycling
  - <https://glasshalfull.o/>
- Recycling, Upcycling and Reclamation
  - Report Extended Producer Responsibility
  - U.S. Plastics Pact
  - The Recycling Partnership
  - Beauty Industry Packaging Waste
- Water Usage and Conversation
  - <https://www.bewaterwise.com/water-savings-incentive-program.html>
  - <https://socialwatersmart.com/en/commercial/water-savings-incentive-program/>
- Plastic Wastel
  - <https://repurpose.global/>

## CARBON FOOTPRINT

- Carbon Footprint and Climate Impact
  - Help Your Hair Salon Go Net Zero
- One Tree Planted
  - <https://onetreepanted.org/>

# SOURCES/REFERENCES

## GOVERNMENT RESOURCES

- Title XVI: Commercial Practices eCFR:: Title 16 of the–FR -- Commercial Practices
- Chapter II Consumer Product Safety Commission – Subchapter C eCFR:: 16 CFR Chapter II Subchapt– C -- Federal Hazardous Substances Act Regulations
- Subchapter C Part 1500 eCFR :: 16 CFR Part –00 -- Hazardous Substances and Articles: Administration and Enforcement Regulations
- Title 40: Protection of Environment eCFR:: Title 40 of the–FR -- Protection of Environment
- Chapter I: Environmental Protection Agency eCFR:: 40 CFR Chapt– I -- Environmental Protection Agency
- Federal Register: (Includes document) 2023 Federal Register Index (Includes information from Title 40 Protection of Environment Chapter I Environmental Protection Agency) 2023 Federal Register Index:: Environmental Protection Agency
- Federal Register/Vol. 88, No. 221/Friday, November 17, 2023/Rules and Regulation
- Title 42: Public Health eCFR:: Title 42 of the–FR -- Public Health
- Chapter I Public Health Service, Department of Health and Human Services eCFR:: 42 CFR Chapter I
- Federal Trade Commission Green Guides <https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-issues-revised-green-guides/greenguides.pdf>
- EPA and Sustainability <https://www.epa.gov/sustainability>
- Sustainability in the Workplace [https://www.osha.gov/sites/default/files/OSHA\\_sustainability\\_paper.pdf](https://www.osha.gov/sites/default/files/OSHA_sustainability_paper.pdf)
- Sustainability at the CDC <https://www.cdc.gov/sustainability/cdc/>
- NIOSH Protecting Nail Salon Workers <https://blogs.cdc.gov/niosh-science-blog/2015/05/13/nail-salon/>



# GLOSSARY OF GREEN BEAUTY TERMS



## OUR ASK:

Please share with us any additional terms that may be of value to our community.  
[hello@greenbeautycommunity.com](mailto:hello@greenbeautycommunity.com)

### **Biodegradable**

Refers to materials that can break down into natural elements, carbon dioxide, and water vapor by the action of microorganisms without causing harm to the environment.

### **Biodynamic**

Refers to products and practices rooted in biodynamic farming principles. These products are formulated with farm ingredients that follow holistic and sustainable agricultural approaches. Characteristics include holistic farming practices, consideration of cosmic rhythms, biodiversity promotion, composting techniques, and a commitment to sustainability. Biodynamic beauty products often emphasize using natural and organic ingredients while avoiding synthetic chemicals, aligning with consumer preferences for ethical and environmentally conscious beauty choices.

### **Bioplastics**

Plastics derived from renewable biomass sources, like vegetable fats and oils, corn starch or microbiota.

### **Biotechnology**

The use of living systems and organisms to develop or make products, often applied in the beauty industry to create more sustainable and innovative ingredients.

### **Carbon Footprint**

The total amount of greenhouse gases (including carbon dioxide and methane) generated by our actions, typically measured in units of carbon dioxide equivalents.

### **Carbon Neutral**

Refers to achieving net-zero carbon dioxide emissions by balancing emitted carbon with offsetting or eliminating carbon emissions.

### **Carbon Offsets**

Reductions in carbon dioxide emissions or other greenhouse gases made to compensate for emissions produced elsewhere.

### **Circular Economy**

An economic system aimed at eliminating waste and the continual use of resources. Circular systems employ reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a closed-loop system, minimizing the use of resource inputs and the creation of waste.

### **Clean Beauty**

A term used to describe non-toxic beauty products, not only safe for people to use but also produced in ethical and environmentally friendly ways.

### **Cold Processing**

A method of producing beauty products at room temperature, reducing energy consumption.

### **Compost**

decayed organic material used as a fertilizer for growing plants.

### **Cruelty-Free**

Indicates that a product and its ingredients have not been tested on animals, often symbolized by a bunny logo on the packaging.

### **Eco-Friendly**

A broad term that implies a product or practice that minimizes environmental harm.

### **Energy Efficiency**

Using less energy to perform the same task or produce the same result, reducing energy waste.

### **Environmental Justice**

No person or group should bear a disproportionate share of the negative environmental consequences of industrial, governmental and commercial operations or policies.

### **Ethical Sourcing**

The process of ensuring the materials and services procured are obtained responsibly and sustainably, respecting the workers and the environment.

### **Fair Trade**

A trading partnership based on dialogue, transparency and respect that seeks more significant equity in international trade. It contributes to sustainable development by offering better trading conditions and securing the rights of marginalized producers and workers.

### **Fair Trade Certified™**

A certification that ensures that products are produced according to specific ethical standards, including fair labor practices and sustainable sourcing.

# GLOSSARY OF GREEN BEAUTY TERMS

## Green Beauty

extends the principles of Clean Beauty to include environmental considerations and mostly formulations with natural, non-toxic ingredients. \*Note: Natural does not automatically translate to safer.

## Green Chemistry

The design of chemical products and processes that reduce or eliminate the generation of hazardous substances, focusing on making beauty products more sustainable and safer for the environment.

## Green Manufacturing

Manufacturing processes that minimize waste and pollution, conserve energy and natural resources and are safe for people and the environment.

## Greenhouse Gas Emissions

Gasses in Earth's atmosphere that trap heat, contributing to global warming. Common examples include carbon dioxide and methane.

## Greenwashing

Misleading consumers into believing that a company's products are environmentally friendly or have a more significant positive environmental impact than they do.

## Life Cycle Assessment (LCA)

A technique to assess environmental impacts associated with all the stages of a product's life, from raw material extraction through materials processing, manufacture, distribution, use, repair and maintenance, and disposal or recycling.

## Microplastics

Very small pieces of plastic debris in the environment resulting from the disposal and breakdown of consumer products and industrial waste, often found in beauty products as exfoliants, that harm aquatic life.

## Natural Products

Products formulated from ingredients sourced from nature, such as plants, minerals or animal byproducts, typically with minimal processing.

## Net-Zero Emissions

A state achieving an overall balance between greenhouse gas emissions produced and emissions taken out of the atmosphere.

## Non-Toxic

Refers to products that do not contain ingredients linked to toxic responses in humans, such as skin irritations, hormone disruption or cancer.

## Organic

Refers to products made from ingredients grown without synthetic pesticides, fertilizers, genetically modified organisms (GMOs) or ionizing radiation. For a product to be labeled organic, it must be certified by an accredited organic certifying agent.

## Parabens

A group of widely used preservatives in cosmetics and pharmaceutical products, often avoided in sustainable and organic products due to health and environmental concerns.

## Recycling

The process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products.

## Reduce

To decrease the volume.

## Regenerative

To bring into renewed existence; generate again.

## Renewable Energy

Energy from a source that is not depleted when used, such as wind or solar power.

## Repurpose

Adapt for use in a different purpose.

## Repair

To restore (something damaged, faulty or worn) to a good condition.

## Reuse

The action of using something again.

## SA8000

Social certification program for organizations in any industry, and in any country to conduct business in a way that is fair and decent for workers and to demonstrate their adherence to the highest social standards.

## Supply Chain Transparency

The extent to which all stakeholders have a clear and comprehensive understanding of who participates in the supply chain and how goods are produced, from raw materials to finished products.

## Sustainable Beauty

Considers the entire lifecycle of a product, from sourcing to disposal. It aims to meet current beauty needs without compromising the ability of future generations to meet theirs, promoting long-term environmental stewardship.

# GLOSSARY OF GREEN BEAUTY TERMS

## Sustainable Development

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

## Sustainable Ingredients

Ingredients sourced and produced in ways that do not deplete resources and have minimal impact on the environment and human health.

## Sustainable Sourcing

Obtaining materials and products in a way that does not deplete natural resources and has minimal negative impact on the environment and society.

## Toxin-Free

Similar to non-toxic, this term indicates that a product does not contain traceable amounts of toxic substances known to harm human health.

## Upcycling

Transforming by-products, waste materials and useless, or unwanted products into new materials or products of better quality and environmental value.

## Vegan

Products that do not contain any animal-derived ingredients, including meat, fish, shellfish, dairy, eggs, honey and gelatin, among others.

## Volatile Organic Compounds (VOCs)

Organic chemicals with high vapor pressure at room temperature. They can be found in beauty products, such as fragrances and aerosol sprays, and are harmful to health and the environment.

## Water Conservation

Using water efficiently to reduce unnecessary water usage. In beauty, this might refer to reducing product water content or using water sustainably in manufacturing processes.

## Water Footprint

The total volume of freshwater used to produce the goods and services consumed by an individual, community or business.

## Waste Minimization

The process and the policy of reducing waste produced by a person or a society. In the context of beauty, this can mean reducing packaging, encouraging product refills, and supporting recycling programs.

## Zero-Waste

A philosophy that encourages redesigning resource life cycles so that all products are reused and trash is not sent to landfills or incinerators.



# ABOUT THE GREEN BEAUTY COMMUNITY



Launched in 2023 by a passionate team of beauty professionals who deeply care about the future of our planet, the Green Beauty Community has quickly blossomed into a dynamic, vibrant and inclusive space dedicated to anyone excited about sustainable beauty.

Our mission is simple yet powerful: to forge connections between individuals and eco-friendly brands to inspire, educate and empower our members to make informed choices that celebrate beauty while respecting our planet, and to kindle a movement where beauty and environmental care go hand in hand.

We understand that our journey and platform are ongoing projects that are neither comprehensive nor complete—and may never be. That's why we eagerly anticipate collaborating with you. We look forward to integrating your ideas, feedback and innovations to improve and enrich the Green Beauty Community.

Together, we'll create a more sustainable, beautiful future for all.



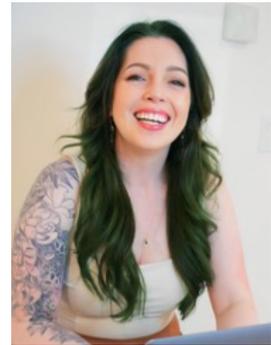
**Daniel Johnson**  
Founder of The Salon  
Chair Guys



**Hannah Craik**  
Hairstylist, former  
makeup artist,  
and founder of  
Salonvironment



**Mazey Heydman**  
Hairstylist and owner  
of Sustain Salon



**Jacquelyn Rodriguez**  
Hairstylist, podcaster  
and owner of  
Enlightened Styles

**Thank you for looking through our Green Beauty Community Guidebook!**



## TAKE ACTION:

- Visit our website – <https://greenbeautycommunity.com/>
- Join the Green Beauty Community – <https://greenbeautycommunity.com/signup>
- Share your your thoughts and ideas – [hello@greenbeautycommunity.com](mailto:hello@greenbeautycommunity.com)

**THANK YOU!**

