

An aerial photograph of a dense, lush green forest, likely a coniferous forest, with sunlight filtering through the trees, creating a vibrant and textured appearance. The text is overlaid on this background.

SUSTAINABILITY GUIDE

SALON SUCCESS
THE DISTRIBUTOR OF CHOICE

WE CARE

OUR GREEN PROMISE

As a company with a long heritage in giving back and caring for the earth, we are committed to sustainable business practices in a number of ways.

Sustainability is a growing concern among your guests and, in the same way as veganism, is something that they're now looking for from their salon as well as their products. It's a core principle of many of the brands that we work with, and so we've put together some simple switches and suggestions that you can make today to help our industry become more sustainable.

Remember, small changes can see massive results, especially in how your guests see your business. So let's look at a few ways you can make your mark.

SUSTAINABILITY FOR YOUR SALON

PAUL MITCHELL
clean beauty 



OUR SUSTAINABLE PARTNERS

Here at Salon Success we take pride in our position on sustainability. We help our salons to help the planet by championing eco-conscious brands. From cruelty-free beauty and bio-based packaging, to vegan-friendly ingredients, we have the products and tools to help your salon go green.





Scan this QR code to learn more about JPMS Sustainability

PAUL MITCHELL

REGENERATIVE ROOTS

John Paul Mitchell Systems® has always been committed to giving back and making eco-friendly choices. In 1980, they made their mark on the beauty industry as a pioneer in cruelty-free hair care. A few years later, its co-founders established an organic, solar-powered Awapuhi farm in Hawaii, which is still used to harvest awapuhi for their products.

Their priority is their passion for hair and compassion for people and the planet, and they strive to take positive and impactful actions that leave the ecosystems and communities they operate in a better place than before. JPMS are committed to creating the highest quality haircare, while also revolutionizing sustainable packaging, decarbonising their operations, respecting human rights, and restoring ecosystems and communities where they do business.



REDUCING VIRGIN PLASTIC



REDUCING CARBON FOOTPRINT



SUSTAINABLE & ETHICAL SOURCING



MINIMISING WASTE TO LANDFILL

PAUL MITCHELL
clean beauty 

CULTIVATING CLEAN BEAUTY

Cultivating Clean Beauty

Paul Mitchell® Clean Beauty products are carefully crafted with select organic botanicals grown on a biodynamic open lab farm in Italy. It is manufactured using 100% clean energy.

Sourced by nature. Advanced Through Technology

Packed with essential vitamins and minerals, Clean Beauty formulas are blended with cold-pressed organic botanicals and scientifically crafted ingredients like hyaluronic acid, peptides, and antioxidants to deliver powerful results without compromising performance.

Bio-Based Packaging

Clean Beauty uses recyclable bio-based packaging that is 90% derived from responsibly farmed sugarcane.* Growing sugarcane for use in bio plastic offsets carbon dioxide, a leading cause of global warming.

GOOD FOR HAIR. GOOD FOR THE PLANET.

*Excludes pumps/caps/closures. Also excludes Color Depositing Treatment tubes, which are made from 95% post-consumer recycled aluminum.



PACKAGED FOR THE PLANET



Responsible Sourcing

Tea Tree provides a unique sensory experience with its seven experiential categories tailored for different hair types and aromatherapy-inspired benefits. It is composed entirely of 100% Australian tea tree oil, which is responsibly sourced from certified farms in Australia.

Packaged For The Planet

John Paul Mitchell Systems® are committed to transitioning to post-consumer recycled packaging by 2025, including bottles and jars made from 100% PCR and tubes made from 25% PCR*.

One Million Trees And Counting

In 2023, Tea Tree and Reforest'Action met their goal of planting one million trees, which is expected to remove 150,000 metric tons of CO2 from the atmosphere. Now, they are pledging to plant another million trees by 2030.

*To be phased in by 2025; tubes made from 25% PCR. Excludes pumps, caps and closures.



BORN IN HAWAII, MADE FOR LUXURY



In 1983, co-founders Paul Mitchell and John Paul DeJoria set up an organic, solar powered farm in Hawaii. The retreat became home to their signature ingredient: awapuhi extract. Two years later, they introduced the original fan-favourite Awapuhi Shampoo™.

Today, the awapuhi found in John Paul Mitchell Systems products is still grown and harvested on the same farm. A portion of each root is also replanted for the following year's harvest, creating a regenerative cycle. The roots remain dormant in the earth until early summer, when they begin to grow into the next generation of awapuhi ginger.



100% VEGAN HAIR COLOUR

We know that finding great vegan products can be challenging. That's why we've made it easier for you choose from a wide selection of vegan products - from permanent colour products like the Color XG®, to our demi-permanent The Demi and balayage favourites like Skylight®.

All Paul Mitchell Professional Hair Color products are not tested on animals and do not contain any animal-derived ingredients. Instead, they use plant-based ingredients that are great for your hair – like cottonseed oil, rice protein and sunflower extract – or synthetic ingredients instead.

100% Recyclable

Every tube of colour is made with up to 45% recycled aluminium and is 100% recyclable + comes in recyclable cartons + shippers.

PAUL MITCHELL.
PROFESSIONAL HAIR COLOR



kemøn
TRUE · VISIONARY · BEAUTY



Archive photo: harvest of medicinal plants in our Kemon Open Lab, 2014

Introducing Kemon, a brand brimming with Italian passion and innovation since 1959, built on values based on ethics, family and region. With corporate certifications spanning quality, environment and safety to products that are certified organic, vegan and nature inspired, this company is delivering hair care with green credentials and prioritising the future of our planet.

The hills of Umbria are home to Kemon. Proud of their terrain and Italian heritage, it is here you will find their factory with sustainable practices and their organic farm growing the very plants found in their products. This is where they fill their sustainable bottles produced with raw materials regenerated from post-consumer plastics and sugarcane, with carefully selected ingredients including their patented Velian Complex.

 **100%**

of EMISSIONS OFFSET OR PREVENTED in 2018: 982,509 tons CO₂ = 1400 trees

Pollution due to electricity consumption is avoided thanks to the use of **renewable resources**, such as the energy produced by hydroelectric power plants. With **voluntary adherence to the Kyoto protocol**, we finance **environmental offset projects** aimed at reducing our methane consumption to **zero emissions**.

 **91%**

of PRODUCTS WITH NATURAL INGREDIENTS IN 2018

Of these, **49% are certified** (ICEA Vegan, Love Nature, Cosmos). **Over 50% of R&D laboratory projects are of bio/natural interest**, a figure that is growing year-on-year.

-18%



in PRODUCT PACKAGING

In 2018 we were able to **reduce our packaging per kg of product by 18%**.

 **-34%**

in WATER CONSUMPTION PER PRODUCT

Since 2016 we have **reduced water consumption by 34%** per kilo of product, saving 4,412 m³, or the water drunk by 4,029 people in a single year.

 **-10%**

in ENERGY CONSUMPTION BY PRODUCT

In the three-year period from 2016-2018, we reduced **the electric energy used per kg of product by 10%**. That is the equivalent of producing a bottle of shampoo, while saving the energy required to recharge 2 smartphones.

 **-10%**

in WASTE BY PRODUCT

In 2018 we reduced **production waste per unit of product by 10%**.

For more information, call our friendly club services team on **+44 0800 458 4565**

scrummi

SUSTAINABLE SINGLE USE SALON TOWELS

Scrummi are the first disposable towel brand to be certified compostable. The certification also widely known as seedling, confirms that under optimal conditions, Scrummi Waffle products will biodegrade within 100 days..



COST SAVING

Scrummi is available in a range of disposable towel sizes starting from 7p per towel



100% BIODEGRADABLE

Our towels biodegrade in 8 weeks and are compostable



SUPER ABSORBENT

Scrummi is up to 15x more absorbent than traditional cotton hairdressing towels so you only need one from wash to finish



ECO FRIENDLY

Scrummi is made from 100% soft and natural biodegradable wood fibres from certified sustainable sources



VEGAN PRODUCT

Made from soft and natural wood fibres from sustainable forestry programs



Medium Salon with more than 200 clients a week?

You could be saving up to £6,000 per year! Based on using 2 towels per client and seeing 250 clients a week. With 2 washing machines and 2 dryers washing approximately 125 towels per day and approximately 2 staff hours a day, washing drying and folding.

Smaller Salon with 50 or more clients per week?

You could be saving up to £2,000 per year! Based on using 2 towels per client and seeing 75 clients a week. With 1 washing machine and 1 dryer washing approximately 30 towels per day and approximately 1 staff.

For more information, call our friendly Club Services team on +44 0800 458 4565



ONETREEPLANTED

Leaf Scissors are a high quality scissor brand designed for hairdressers, by hairdressers. Each scissor is made of high quality Japanese steel and arrive in eco-conscious packaging made of 90% recycled material. Leaf Scissors are proud to support One Tree Planted, planting 10 trees for every scissor sold.

MISSION STATEMENT

To produce and source the highest quality hairdressing tools whilst constantly looking for ways to make our business and industry more sustainable.

**GREEN
SALON
COLLECTIVE**

WE RECYCLE THE UNRECYCLABLE

Founded by environmental experts, hairdressers & eco campaigners, Green Salon Collective is the original authority on salon sustainability.

Green Salon Collective is finding circular solutions for salon waste. We use hair to clean up oil spills. We generate clean energy using discarded PPE. We even compost your salon towels.

Salon Success is excited to partner with Green Salon Collective, creating a more sustainable future for our industry. Use our exclusive code **SSRECYCLE** to **save 15% on the registration fee.**

RECYCLING

EDUCATION

ACCREDITATION

RESEARCH &

DEVELOPMENT

OFFSETTING

Splash Ya Trash!

Every month we give free GSC t-shirts to creative and fun images of you with GSC trash bags and boxes. Simply tag @GreenSalonCollective and use the hashtag #SplashYaTrash



greensaloncollective.com
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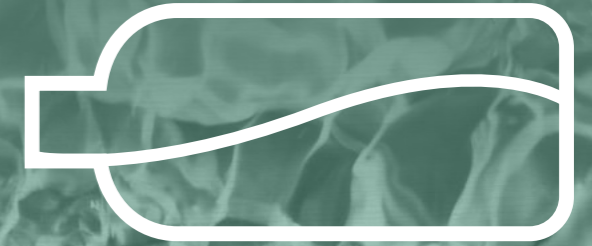
ECOHEADS™



THE ECOHEADS™ SHOWER HEAD USES **65% LESS WATER** THAN A REGULAR SHOWER HEAD.**

Based on an average output of 600 litres per day, per basin, the ECOHEADS™ shower head saves up to 390 litres per day.*

SAVE 780 BOTTLES OF WATER A DAY



Save water and energy

Reduce usage by 390 litres of water per chair each day*

Double the pressure

Rinse colour up to 3 times faster

Soft water

Enhance customer experience at the basin

Clean water

Removes sediment, dirt, reduces chlorine, bacteria and other pathogens from the water for better results with less effort



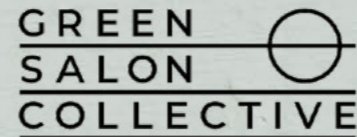
*Based on an average output of 600 litres per day, per basin from a study from the permit and license information department of the state of Vermont. **All numbers and percentages are based on the Australian standard watermark.

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HOW TO BE A SUSTAINABLE SALON

Up Your Recycling

The first way to start the move to a more sustainable salon is by locking down your commitment to recycling. There's a great organisation called the **Green Salon Collective** that will pick up everything from hair to foils to compostable towels, so you literally just need to put it in the right box! Visit our website to find out more.



Conserve Water

Water is something we often take for granted, but it's a necessity for your business. You'll know the cost of water if you're on a meter, but did you know that switching your basic shower head to **ECOHEADS** could save up to **65%** of your daily water usage? Along with a built-in filtration system and patented double-pressure technology, the EcoStones in the neck of the shower head also soften water by introducing negative ions.

Use Less Energy

With energy bills showing no signs of reducing any time soon, finding ways to reduce the amount of electricity that you use is a great way to save money. **Disposable towels** allow you to do this at the same time as increasing your salon's sustainability credentials.

Made from super absorbent 50gsm viscose, they decompose naturally after their single use. This means there's no need to use electricity to power the washing machine or to worry about having to use biological liquids on traditional cotton towels to remove any colour.



Planet Loving Principles

When it comes to the products you stock and use in the salon, there are a wide variety of options to choose from. However, **Paul Mitchell** offers a diverse range of products that can make your decision-making process easier.

From **Tea Tree**, **Clean Beauty**, **Professional Hair Color**, or **Awapuhi Wild Ginger**, many of these products are both recyclable and responsibly sourced, and they are all cruelty-free, which means they aren't tested on animals.



For more information, call our friendly club services team on **+44 0800 458 4565**



START YOUR **SUSTAINABILITY JOURNEY**

Thousands of salons throughout the UK and Ireland partner with Salon Success, and that's because of our team of passionate professionals made up of industry leaders offering exceptional brands and outstanding education.

Call us today on **+44 0800 458 4565** or email **hello@salon-success.co.uk**, and let's see how we can work with you and your business to be more sustainable.



+44 0800 458 4565



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#SUSTAINABLESUCCESS

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