



SUSTAINABLE SALONS

YOU'RE
MAKING
(SALON
WASTE)
















history

Thank you for choosing us

FOR YOUR SUSTAINABLE SALON SERVICE.

YOUR VISIT SUPPORTS OUR ONGOING COMMITMENT TO REDUCE OUR ECOLOGICAL FOOTPRINT , ACHIEVE ZERO WASTE , SUPPORT CHARITABLE CAUSES AND IMPLEMENT ENVIRONMENTALLY SUSTAINABLE PRACTICES IN ALL THAT WE DO HERE.

95% of the resources used during your service today will be rescued from landfill and sent for repurposing  thanks to our partnership with **SUSTAINABLE SALONS.**

-  All the proceeds gained from recycling the salon's metals  will be donated to not-for-profit community-based organisations that do a killer job helping humanity 
-  Plastic product bottles , packaging and bags are recycled into new products  and kept out of our oceans
-  Any leftover chemicals  will be recycled into water and used in construction/road works 
-  Cut off hair    will support charitable causes such as oil spill clean-up projects, local community gardens and charitable wig making services
-  Once our tools  reach their end of life, they will be broken down and all valuable parts will be repurposed

SO EACH TIME YOU VISIT OUR SUSTAINABLE SALON , YOU CAN FEEL GOOD ABOUT DOING GOOD!



SUSTAINABLE SALONS

WE'RE
PART OF THE
happily
EVER
AFTER

Once UPON A TIME...



A chatty Aussie hairdresser (with an impressive ‘fro) named **Paul Frasca** fell in love with a fair Belgian maiden and sustainable fashion guru called **Ewelina Soroko**. The pair met in Amsterdam many moons ago, where Paul was working in a luxury salon and Ewelina was studying fashion.

A few years passed before the couple decided Australia was calling – **they had big plans to make the salon industry more sustainable**, but they were yet to figure out how.

So in 2010 Paul and Ewelina embarked on a very long drive around Australia (which took 4 months and \$7,000 in petrol) in the name of waste research.

After visiting 160 salons, Paul and Ewelina discovered that salon resources had nowhere to go. From their findings, **they estimated that Australian salons alone were sending 1.5 million kilograms of aluminium to landfill every year!**

And knowing that aluminium is infinitely recyclable, the pair was left speechless.



AND SO, THEY SET OUT TO FIX THE SALON WASTE PROBLEM AND CREATE THE GREATEST RESOURCE RECOVERY SERVICE THE WORLD HAS EVER SEEN!
PAUL AND EWELINA OFFICIALLY LAUNCHED **SUSTAINABLE SALONS** IN 2015 – THE PROGRAM NOW HAS HUNDREDS OF SALON MEMBERS (AND GROWING!) ON THE **JOURNEY TOWARDS ZERO WASTE.**



SUSTAINABLE SALONS

ONE
BIG

sustainable

FAMILY

WE'RE PART OF A
sustainability movement!



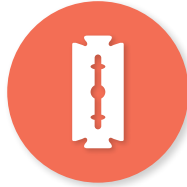
THE PROGRAM BEGAN IN THE HAIRDRESSING INDUSTRY
AND NOW CREATES REPURPOSING SOLUTIONS FOR
**BARBER SHOPS, BEAUTY SALONS, DERMAL CLINICS
AND PET-GROOMING SALONS!**



SUSTAINABLE SALONS

WE TURN
OUR
WASTE
INTO
food

A FULL HEAD OF FOILS PROVIDES
a quarter of a meal
TO A DISADVANTAGED PERSON



SUSTAINABLE SALONS COLLECTS USED ALUMINIUM FOIL, COLOUR TUBES, CARDBOARD, PAPER, MAGAZINES, RAZOR BLADES AND EVEN BROKEN TOOLS



ALL THESE MATERIALS ARE **SOLD FOR RECYCLING**



THE PROCEEDS FROM THE RECYCLED RESOURCES ARE DONATED TO **OZHARVEST + KIWIHARVEST** TO PROVIDE MEALS FOR HUNGRY PEOPLE



THE **SUSTAINABLE SALONS** NETWORK DONATES MORE THAN **2,000 MEALS** EVERY MONTH!



SUSTAINABLE SALONS

YOUR

HAIR CAN

clean

UP OIL

SPIILLS

HAIR CLIPPINGS
are swept up off the salon floor
AND COLLECTED BY
SUSTAINABLE SALONS



THEY'RE STUFFED INTO STOCKINGS TO MAKE HAIR BOOMS (AKA HAIRY SPONGES) THAT WILL HELP **CLEAN UP OIL SPILLS ALONG OUR COASTLINES**



OR DONATED TO LOCAL **COMMUNITY GARDENS FOR COMPOSTING**



AND USED BY COLLEGES AND ARTISTS TO **CREATE SUSTAINABLE ART INSTALLATIONS**





SUSTAINABLE SALONS

OUR
PLASTIC
STAYS
fantastic

WE'RE KEEPING PLASTICS IN CIRCULATION *and out of our oceans*



THEY'RE CLEANED
AND MADE INTO
VARIOUS PRODUCTS
SUCH AS **OUTDOOR
FURNITURE** AND NEW
PACKAGING

**SUSTAINABLE
SALONS** COLLECTS
ALL PRODUCT
BOTTLES, PLASTIC
PACKAGING AND
BAGS

THESE MATERIALS
ARE SENT TO
**SPECIALIST PLASTICS
RECYCLERS**





SUSTAINABLE SALONS

IT TAKES

20

PONYTAILS
TO MAKE.

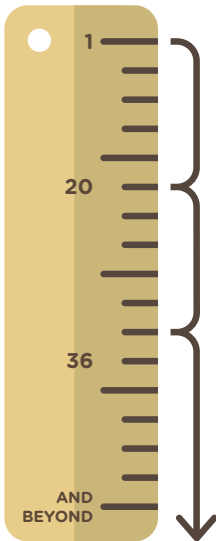
one wig

THINKING OF GETTING THE BIG CHOP? *Every ponytail matters!*

WHEN YOU GO FROM LONG TO SHORT, OUR SPECIALLY-TRAINED STYLISTS SAVE YOUR PONYTAIL FOR DONATION!

SUSTAINABLE SALONS COLLECTS ALL PONYTAILS 20CM OR LONGER AND TAKES THEM BACK TO THE DEPOT FOR SORTING AND DISTRIBUTION.

UNCOLOURED PONYTAILS 36CM+ ARE THE HOLY GRAIL FOR CHARITABLE WIGS... SO WHY NOT GROW FURTHER FOR A TRULY SPECIAL IMPACT!



Here's how your ponytail measures up:

All hair clippings and ponytails **shorter than 20cm** are sent for repurposing in Sustainable Salons' composting programs and sustainable art installations, and for research into The Hair Boom Project.

Ponytails **between 20 and 36cm** are sent to various local wig-makers who work with their local charities and hospitals to create charitable wigs for those suffering from cancer, alopecia and other medically-induced hair-loss conditions.

Ponytails **longer than 36cm AND uncoloured (virgin hair)** are very special! These go directly to charitable organisations where they contribute to wigs for kids and adults, and because they're so valuable, they help raise money to fund other life-changing programs!



EACH YEAR, MORE THAN 6,000 PONYTAILS ARE NEEDED, AND SUSTAINABLE SALONS IS NOW THE BIGGEST DONOR OF PONYTAILS IN THE SOUTHERN HEMISPHERE.



SUSTAINABLE SALONS

WE'RE
MAKING
green
CHOICES
EVERY
DAY

SMALL ACTS, WHEN MULTIPLIED
BY MILLIONS OF PEOPLE
can transform the world.



THAT'S WHY WE'RE MAKING **BETTER CHOICES** WHEN IT COMES TO THE PRODUCTS AND SERVICES WE USE HERE IN THE SALON EVERY DAY. THANKS TO **SUSTAINABLE SALONS** AND ITS PARTNERS, WE'VE MADE THE SWITCH TO SUSTAINABLY-MINDED SOLUTIONS TO HELP CONSERVE WATER AND USE CLEAN ENERGY. WE ALSO CHOOSE **ENVIRONMENTALLY-FRIENDLY ALTERNATIVES** FOR OUR EVERYDAY SALON ITEMS SUCH AS CLEANING PRODUCTS, TOILET PAPER AND TISSUES, COFFEE PODS, FOIL, TOWELS, DISPOSABLE GLOVES AND MORE!

PLUS, WE CAN NOW DO SOMETHING ABOUT THE FINAL 5% OF OUR SALON BIN BY COMPOSTING OUR FOOD SCRAPS IN THE SALON.

WHEN IT COMES TO OUR ECOLOGICAL FOOTPRINT, **EVERY LITTLE BIT COUNTS!**



SUSTAINABLE SALONS

LOOK

GOOD,

FEEEL

GOOD, DO

good!

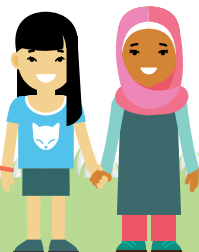
EVERY TIME YOU VISIT OUR SALON,
you change lives!



WE BELIEVE THAT A **GENUINELY SUSTAINABLE COMMUNITY** INVOLVES EVERYONE HAVING THE MEANS TO SUPPORT THEMSELVES AND THEIR FAMILIES.

Sustainable Salons sees this as a crucial goal of the sustainability movement; they provide support and fundraising for **local not-for-profit** organisations that help those less fortunate. Via the proceeds and resources from our recycling, we help **feed the homeless and bring smiles to sick kids.**

Through various community organisations, salon professionals in the Sustainable Salons network are encouraged to volunteer their time and skills for those who don't have **access to these services.**





SUSTAINABLE SALONS

THERE'S A
REAL
ART
TO OUR
waste

IT'S CALLED *#WasteToWigs*



We're being inspired to think differently about what we throw away, thanks to **Sustainable Salons Creative Ambassador, Shaun McGrath.**

Shaun is teaching salons how to upcycle objects in the name of art and education. He takes things that

don't belong on the head - like the materials from our salon bins - and moulds them to look and behave like hair.

His work highlights how amazing solutions can be found when we learn to give things a second life.



ASK US FOR A COPY OF **THE GREEN CHAIR** NEWSPAPER TO SEE SHAUN'S WORK.



SUSTAINABLE SALONS

BEING

PART OF THE

SOLUTION

DOESN'T

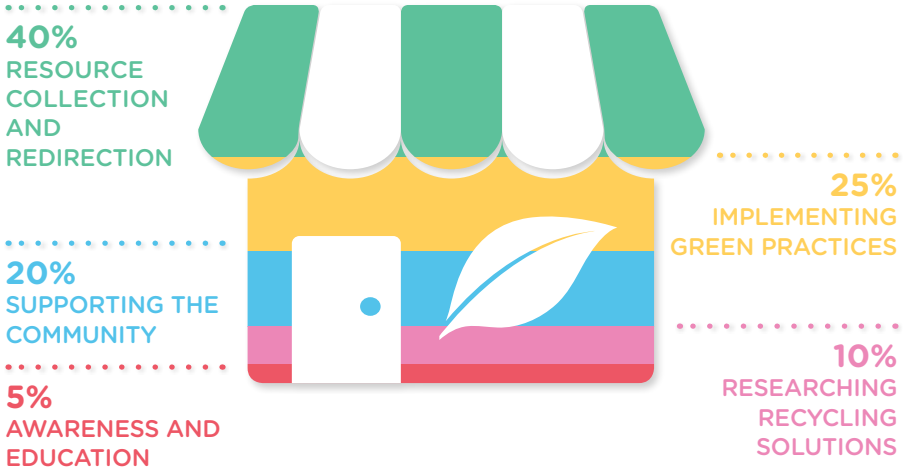
HAVE TO


COST THE


earth


YOUR SMALL CONTRIBUTION *makes a big difference!*


THE SUSTAINABLE SALONS FEE MINIMISES THE ECOLOGICAL FOOTPRINT OF YOUR VISIT TODAY AND SUPPORTS A RANGE OF IMPORTANT SUSTAINABILITY AND COMMUNITY INITIATIVES VIA **SUSTAINABLE SALONS.**




 Sustainable Salons **collects up to 95% of our resources** fortnightly and redirects it from their warehouse straight to repurposing centres, so you can be sure it's kept out of landfill.

 We use sustainably-minded products and utilities introduced by Sustainable Salons during your visit that **reduce the impact** of your service on the environment.

 **Charities and social change organisations benefit** from the redirection of our salon resources – all donations and materials are forwarded directly from Sustainable Salons.

 **Ongoing R&D** ensures Sustainable Salons can find new ways to repurpose more of our salon materials for a completely sustainable future.

 Sustainable Salons **communicates its message** via salons, schools, community events and national media to help grow the movement and work towards zero waste.

Join the sustainable community!   @SustainableSalonsANZ