

Diffusing sustainable hair- care practices through Hairdressers

How we hope to create a more sustainable culture in a high-resource sector

Working with

- HABIA (hair and beauty industry authority)
- City and Guilds
- VTCT

Integrating sustainability advice and practices into hairdresser training and curriculum.

Holding CPD events for hairdresser trainers

Developing website www.ecohairandbeauty.com

What *home-care* practices are we talking about?

- .Shampooing once instead of twice
- .Encouraging the use of dry shampoo
- .Reducing/eliminating the volume of conditioner used per wash
- .Leaving hair to dry naturally as much as possible
- .Reducing the use of straighteners, curling tongs and other heated appliances

Benefits: for salons and clients

- Good for hair
- Good for bills
- Good for environment
- Save time

The Ripple Effect in the Hair and Beauty Industry

