



# Sustainability Report 2023



# Table of Contents

A Message from our CEO	3
About Us	4
Our Core Values	5
Our Aspirations	6
2023 Highlights	7
Beauty Waste Recovery Milestone	8
Our Stakeholders	9
What is a Waste Warrior?	10
Our Credentials	13
Our Commitments	14
Sustainable Development Goals	15
Sustainable Development Goals in Action	16
Circularity	17
Life Below Water	18
Stakeholder Education	19
Decarbonization	20
2022 Carbon Footprint	21
Carbon Neutral Certification	22
New for 2024	23



## A message from our CEO

Fifteen years ago we stumbled into the beauty industry and asked ourselves, and other beauty professionals an important question - what would it look like if our industry not only made people look beautiful, but in doing so, we kept our planet looking beautiful, too?

Today, with tens of thousands of Waste Warriors across the globe, we have demonstrated that sustainable beauty is not only possible, IT IS the way of the future. As the late Ray Anderson, CEO of Interface once noted, "what is the business case for doing business on a dead planet?" There simply isn't one.

To that end, Green Circle, along with thousands of salons, academies, distributors, and manufacturers, have taken the lead to create an industry that gives back more than it takes. We believe that by sharing knowledge and collaborating with one another, we can create long lasting change, AND spread a positive message that grows on the power of collectivized purpose.



### In 2023 we:

- We surpassed 10,000,000 lbs of waste diverted from landfill
- Raised our B Corp Score by 17 points from 81 to 99
- Maintained our Zero Waste to Landfill Certification
- Launched a reusable shipping box pilot in an effort to reduce the number of cardboard boxes required to run our program
- Launched the comb duo, designed by stylists and made with a unique blend of recovered hair fibers and salon plastics
- Through a partnership, we launched the Green Circle Program in Belgium, Netherlands and Luxembourg
- Developed the Environmental Beauty Scholarship, in partnership with the Beauty Changes Lives Foundation.

It's a CEO's dream to be surrounded by purpose and passion, and I believe that the Green Circle Team, alongside our Waste Warrior community, are overflowing with both. Thank you for helping us to keep People AND Our Planet Beautiful!

### - Shane Price

Founder and CEO, Green Circle Salons

# About Us

Back in 2009, Shane Price, our Founder and CEO, started noticing firsthand the beauty industry's waste challenges. He knew there must be a better way. With a passion for the industry and a background in science, he launched Green Circle Salons.

Green Circle Salons is a Certified B Corporation on a mission to solve the professional beauty industry's waste problem. We help beauty businesses across the US and Canada reduce their environmental impact by providing a comprehensive, customizable waste management solution to fit each business.

Salon professionals collect and ship their waste, after which our team carefully sorts and weighs each box and works with vetted vendor partners to achieve the highest and best use of each stream. Whether salons are generating 20 pounds or 2,000 pounds of beauty waste, we offer customized solutions to help them reduce their environmental footprint.

Green Circle Salons also offers education and training resources to help salons adopt more sustainable practices. Zero Waste to Landfill certified, the company is dedicated to helping the beauty industry become more sustainable and responsible.

Charitable donations  
**\$173,843**

Amount donated, financial or in-kind, to charity since 2017.

Living Wage\*  
Employer



Since 2020, all of our employees in Canada and the U.S received a minimum of living wage salary.



B Corp Score

**99.0**

Our B Corp Score has increased by 17 points since our 2019 certification.

Employee health and wellbeing

**100%**

Full-time employees with access to extended health benefits.

## Our Core Values

Green Circle keeps **people, business** and **the planet beautiful**.

Our core values are the guiding principles that help us with every decision we make and shape our vision for the future. They define our culture and who we are as a team.



*"It means that we do more than profess our values, we practice them. We walk our talk—we are clear about what we believe and hold important, and we take care that our intentions, words, thoughts, and behaviors align with those beliefs."*

**Brene Brown**

### Big Heart

---

We are welcoming, helpful, courageous and vulnerable. We listen and engage with humility.

### Possibility

---

We see challenges as opportunities, we're adaptable and we engage with hope and optimism.

### All-In

---

We show up to be our best, we honor our commitments, and we strive for excellence.

### Sustainability

---

We drive social and environmental health within our org, and we are the change we want to see in our world. We have a purpose-profit mindset in order to sustain our impact into the future.

## Our Aspirations

Our strategy centers on three interconnected areas, each with a set of specific goals and programs for addressing our most impactful environmental and social issues. **This is how we are keeping people and the planet beautiful.**

### Leader in Salon Waste Innovation

We aspire to maintain Zero Waste to Landfill, continue to find the highest and best use of each waste stream and decarbonize our operations.



### Increase Salon and Guest Education & Engagement

We will continue to provide our members and the industry thought leadership and training in sustainable beauty.



### Green Employer of Choice

Through our newly founded Employee Engagement Group, we will continue to work toward increasing employee satisfaction. We aspire to work toward a B Corp Score of 130.



# BEAUTY CHANGES LIVES

SCHOLARSHIPS  
MENTORSHIP  
INSPIRATION

We developed the Environmental Beauty Scholarship, in partnership with the Beauty Changes Lives Foundation. Five recipients each received \$4,000 toward tuition.

## 10,000

Sets of our new Comb Duo were manufactured from our unique blend of recycled beauty waste.

## 21,833 tCO2e

Verified Scope 2 carbon reductions on behalf of our member salons, through our Carbon Neutral Benefit.



## 10,000,000+ lbs

of beauty waste have been kept out of landfills and waterways since Green Circle Salons was founded in 2009.

## 100%

of the beauty waste recovered from our members was diverted from landfill.

## 21,984 lbs

of PPE waste was kept out of landfill thanks to our PPE Recovery Initiative.

## Beauty Waste Recovery Milestone

This year the Green Circle Salons community achieved a remarkable milestone - **10+ million pounds of beauty waste recovered since we started in 2009!** This landmark achievement leveraged the collective power of Green Circle Salons' 16,000+ Waste Warriors, a community of beauty professionals who are committed to making a difference.

"We're so happy to celebrate this historic milestone, one that shows how committed the beauty industry is to preserving the beauty of our environment. The journey to 10M started with a single pound, and every ounce recovered along the way counts. Together, our team of professionals and Waste Warriors are giving waste a better purpose and making a real difference in the health of our planet."

### - Shane Price

Founder and CEO,  
Green Circle Salons



**10+ MILLION**  
pounds of  
beauty waste  
**RECOVERED**



# Our Stakeholders



Waste Warriors:

16,000+



Distributors:

37



Schools/Academies:

80



Member Salons:

3,600



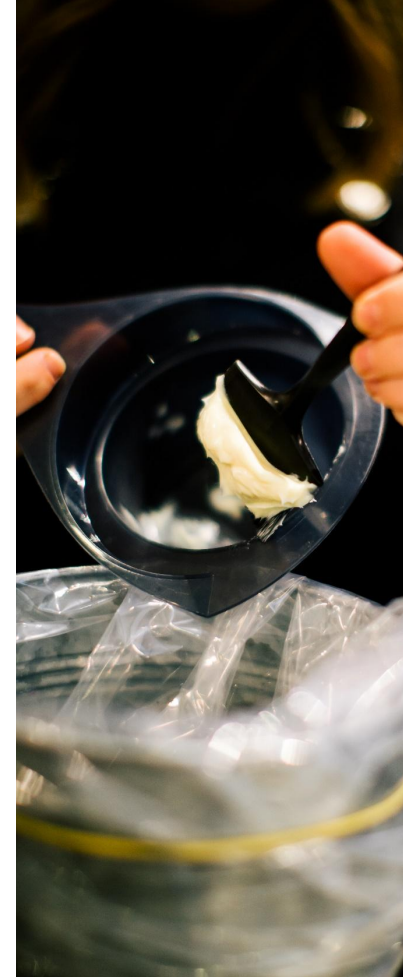
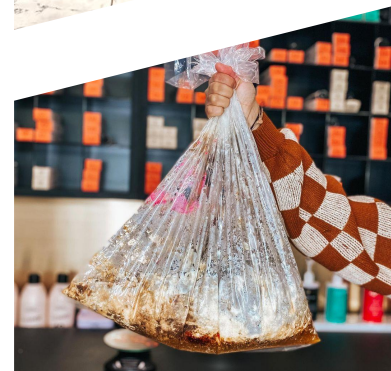
Manufacturers:

20



Salon Guests Impacted/Year:

15 million



# What is a Waste Warrior?

The Green Circle community is made up of over 16,000+ sustainable beauty professionals, or Waste Warriors. These environmental leaders make beauty beautiful every day by providing sustainable services through their partnership with Green Circle Salons.

Environmental Guardians



Influencers



Innovators



Collaborators & Stakeholders

Community Mobilizers



Thought Leaders





## Nova Arts Salon

Nova Arts Salon represents the evolution of self, community, and industry into a new collective. Being a part of a more sustainable industry has always been a part of that mission for us. Leaving the planet, and each other, better than we found one another. Partnering with Green Circle Salons was high on our list from the moment we opened our doors. They have always been at the forefront of making the beauty industry more sustainable, all while keeping the process very streamlined and manageable. They continue to develop themselves to allow for growth in the industry, allowing us to divert over 3000 lbs of waste since our salon opened in 2018.





## Vibe Salon Denver

Here at Vibe we have fallen in love with Green Circle! There was always something missing and a feeling of "we aren't doing enough." To now have the ability to help decrease our footprint has been such a blessing. Our clients LOVE to be a part of it as well. We are so glad to be Green Circle warriors and love talking about this movement. A movement we hope at some point everyone will want to be a part of eventually. We ALL need to do more... Thank you, Green Circle for making a difference!



# Our Credentials



We are a certified B Corporation. Our business meets the highest standards in verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.



The Carbon Trust Zero Waste to Landfill Certification recognizes organizations that follow the best practices in measuring, managing and reducing their environmental impact. This certification guarantees we are a zero waste to landfill company.



We proudly offer members a Carbon Neutral Salon Certification. In partnership with Offset Alliance, we invest in projects globally that offset the scope 2 carbon emissions from salon services.



# Our Commitments



We are a proud member of the UN Global Compact. The UN Global Compact helps companies align their strategies and operations with **17 SDGs** (Sustainable Development Goals).



We measure our full scope 1-3 carbon footprint annually, following the GHG protocol. We publicly disclose these results in our annual sustainability report and have set targets for greenhouse gas emission reductions.



We are committed to achieve net zero emissions by 2030. The SME Climate Hub is a non-profit global initiative that empowers small to medium companies to take climate action.

OUR COMMITMENTS

# Sustainable Development Goals









The UN Global Compact helps companies align their strategies and operations with **17 SDGs** (Sustainable Development Goals). The SDGs are based on the 10 universal principles related to human rights, labour, environment and anti-corruption.

Here at Green Circle Salons, these goals help guide us in our mission to make a positive impact on the environment, climate and beauty industry. Our sustainability initiatives can be tied to each of the 17 SDGs, particularly our 4 focus areas:

- SDG 4 Quality Education
- SDG 12 Responsible Consumption & Production
- SDG 13 Climate Action
- SDG 14 Life Below Water



# Sustainable Development Goals in Action

Our Commitments	SDG	What We Are Doing In 2024	Other SDG's Impacted
<b>Circularity</b>		<p>We are committed to maintaining zero waste to landfill and continue to seek out the best partners to regenerate waste and develop circular solutions. We are conducting a reusable box pilot and researching ways to move each waste stream further up the waste hierarchy.</p>	
<b>Life Below Water</b>		<p>Together with our Waste Warrior community, we continue to keep excess hair color from waterways and waste from entering our rivers, lakes and oceans. We are working with manufacturer and distributor partners to create responsible end of life solutions that have a positive impact on life below water.</p>	
<b>Stakeholder Education</b>		<p>We collaborate with 80 schools and academies who are committed to providing sustainable education for the next generation of beauty professionals. Also, in partnership with Beauty Changes Lives, we are excited to continue to offer scholarships that empower future talent to make beauty beautiful.</p>	
<b>Decarbonization</b>		<p>As a result of our annual carbon footprint analysis, we have set long-term reduction strategies for our operational carbon emissions. We have committed to achieve NET ZERO emissions by 2030 and will achieve this by reducing the emissions associated with beauty waste diversion. In the meantime, we will continue to offset the emissions through verified carbon offset projects.</p>	



OUR COMMITMENTS

## Circularity

### Ensure sustainable consumption and production patterns

Waste reduction is central to our mission at Green Circle Salons:

- We operate as a **Zero Waste to Landfill** business, meaning 100% of all recovered waste is repurposed, recycled or converted to clean energy.
- We are conducting a reusable box pilot in an effort to reduce the number of cardboard boxes required in our operations.
- We are committed to continuous improvement in finding the highest and best use for each material stream that we collect.
- We continue to focus on developing new, innovative and closed-loop solutions for items that were once destined for landfill.

In 2023, Green Circle Salons invested in our facilities and created a new processing model, allowing us to work directly with end recyclers, creating the shortest possible chain of custody for our materials. This exciting change has enabled us to explore new ways to revalue and reimagine our waste streams.

As a result, we are thrilled to have introduced a new closed-loop product made from salon waste. Meet our **comb duo**, designed by stylists and made with a unique blend of recovered hair fibers and salon plastics, like shampoo and conditioner bottles. The comb duo is a lightweight yet durable design that contains up to 68% up-cycled beauty waste. The comb duo can be recovered and recycled by Green Circle Salons.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



OUR COMMITMENTS

## Life Below Water

### Conserve and sustainably use the oceans, sea and marine resources

We are an Ocean Positive company! Through our partnership with Sustainable Surf, we are able to sequester more carbon emissions than we create through the protection of coastal watershed areas and the restoration of marine ecosystems.

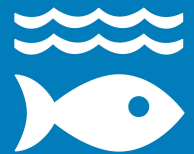
- 90% of all carbon in the global carbon cycle is stored in the ocean and mangrove forests remove 5-10 times more CO<sub>2</sub> out of the atmosphere than tropical rainforests! Our partnership with Sustainable Surf helps protect coastal watersheds in Columbia, South America and also had a co-benefit of planting 1,428 mangrove trees in Mida Creek.
- Our partnership with Sustainable Surf allowed us to offset our 2022 operational carbon footprint, ensuring that our operations were fully carbon neutral.
- Through our operations, Green Circle Salons kept 124,661 pounds of recovered excess hair color from entering our waterways. That's enough hair color to fill 119,432 water bottles!



OCEAN  
POSITIVE  
A SeaTrees Solution



14 LIFE  
BELOW WATER



OUR COMMITMENTS

## Stakeholder Education

### Ensure inclusive and equitable quality education

As a proud B Corp member, we are committed to providing education to the beauty industry and our community. Here are some of the ways we brought education to life in 2023:

- Green Circle Salons, through the Beauty Change Lives Foundation, sponsored the Environmental Beauty Scholarship for students enrolled in a cosmetology or barbering program that leads to licensure. Five recipients each received \$4,000 towards tuition for their respective programs during 2023.
- We launched an internal sustainability training program in 2023 in order to upskill our team.
- We provided our community of 16,000+ Waste Warriors with details on the impact they created in 2022 through Waste Diversion Certificates.
- We shared content with our social media community about beauty waste recovery and why it matters.

BEAUTY  
CHANGES  
LIVES



4 QUALITY  
EDUCATION



OUR COMMITMENTS

## Decarbonization

### Take urgent action to combat climate change and its impacts

At Green Circle Salons, we recognize the importance of addressing our environmental impact. Since 2009, we've been reducing the carbon footprint of our operations and supporting renewable energy by choosing green electricity and green natural gas for our Canadian facilities through our partnership with Bullfrog Power. To reduce the climate impact created by beauty waste shipments, all shipments continue to be sent through UPS' carbon neutral program.

Green Circle Salons is committed to reducing our operational carbon emissions and increasing the positive impact of our business model:

- Since 2021, we have been monitoring our climate impact to understand the greenhouse gas emissions generated by our business (scope 1, 2 and 3 emissions).
- We are now also measuring our avoided emissions (scope 4 emissions), which are the reductions in greenhouse gas emissions as a direct result of our service.
- We are a member of the SME Climate Hub, a non-profit global initiative that empowers small to medium companies to work toward net zero emissions. to take climate action.

Green Circle Salons is helping their member community make a larger impact by offsetting the Scope 2 carbon emissions created by services in their salons.



13 CLIMATE ACTION



OUR COMMITMENTS

# 2022 Carbon Footprint

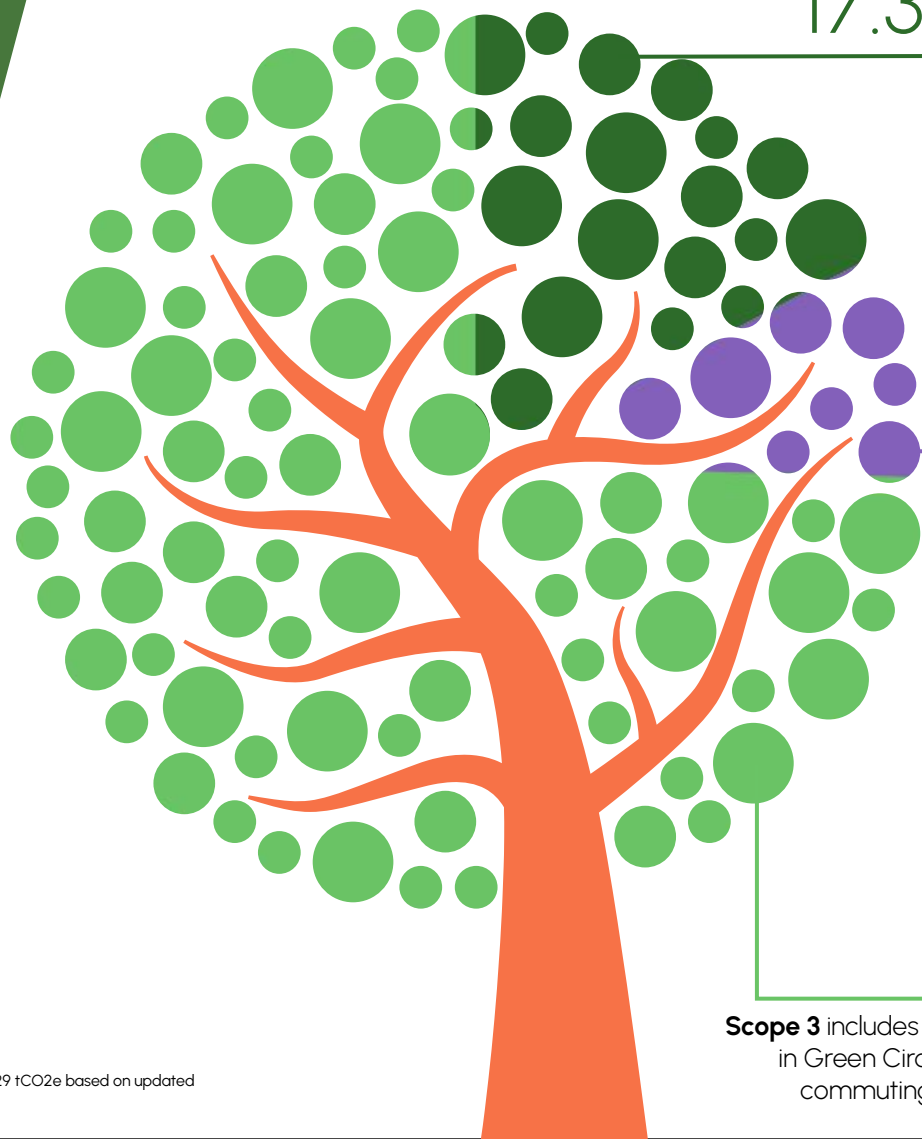
## Take urgent action to combat climate change and its impacts

We measure our operational carbon footprint in accordance with the GHG Protocol, the globally recognized standard for measurement of carbon emissions. Our ambition is to reduce our operational scope 1, 2, and 3 emissions, while increasing our the avoided emissions from beauty waste diversion.



# 451.26 tCO2e Total

NOTE: Our 2021 carbon footprint was recalculated as 421.29 tCO2e based on updated methodology from our partners at GreenStep Solutions.



**Scope 1**  
17.3% | 78.13 tCO2e

**Scope 1** covers direct emissions that come from sources that are owned or controlled by Green Circle Salons.

**Scope 2**  
8.1%  
36.61 tCO2e

**Scope 2** covers indirect emissions from the purchased or acquired energy consumed by Green Circle Salons.

**Scope 3**  
74.6%  
336.52 tCO2e

**Scope 3** includes all other indirect emissions that occur in Green Circle Salons' value chain including travel, commuting, and purchased goods and services.

OUR COMMITMENTS

# Carbon Neutral Certification

## In partnership with Offset Alliance

From the day salons partner with Green Circle Salons, we start benchmarking their business's estimated Scope 2 CO2e emissions (emissions resulting from energy use). This estimated is based on the reported salon size and location, and emissions data published by the United States and Canadian governments.

We offset our salon community's estimated Scope 2 CO2e emissions for the calendar year. This means we fund an equal amount of CO2e emission reductions to offset the calculated emissions on our members behalf, through projects that meet the highest global standards for greenhouse gas emissions reductions.

For the calendar year 2023, Green Circle Salons supported the verified CO2e emissions reduction of 21,833 metric tonnes. That's like taking 4,645 passenger cars off the road for an entire year!

# 21,833 tCO2e

of member salons scope 2 carbon emissions were offset with our Carbon Neutral Benefit



### Salto Pilão, Brazil

Salto Pilão is a run-of-river hydroelectric plant lowering the carbon intensity of electricity production in southern Brazil, and helping to increase the share of renewables as energy demand rises due to economic growth in the region. It reduces more than 290,000 metric tonnes of CO2 per year and creates local jobs.



### Kornburi, Thailand

The Kornburi wastewater treatment project in northern Thailand prevents local air pollution from one of the region's largest cassava starch production facilities. By capturing biogas emitted from cassava processing, and converting it into renewable fuel for energy production, it reduces more than 39,000 metric tonnes of CO2e per year, and creates local jobs.



## New for 2024



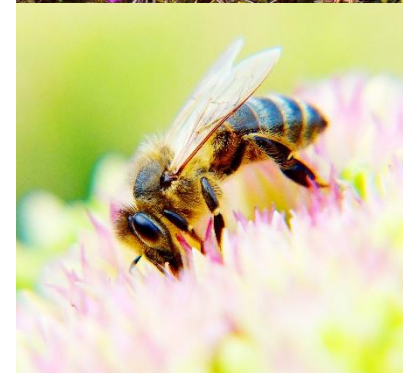
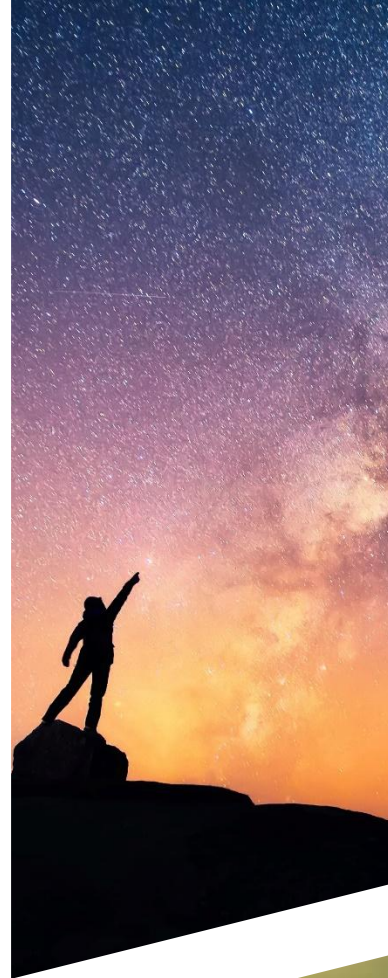
In 2024 we will deepen our commitment to keeping people, business and the planet beautiful by joining **1% for the Planet**.

As a member of 1% for the Planet, we have committed to donating at least 1% of annual revenue directly to approved environmental organizations.

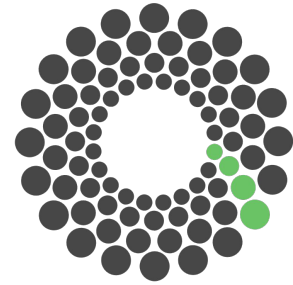
"Since I founded the company 15 years ago, keeping the planet beautiful and creating a sustainable beauty industry has been the core of our mission. Through our new partnership with 1% for the planet we are taking a big step towards creating true positive environmental change."

**- Shane Price**

Founder and CEO, Green Circle Salons



Thank you for helping us make beauty beautiful.



greencircle  
SALONS



[www.greencirclesalons.com](http://www.greencirclesalons.com)  
[info@greencirclesalons.com](mailto:info@greencirclesalons.com)