



Sustainability Report 2024



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Letter from the CEO

At the heart of sustainable leadership is a powerful idea: companies must earn the right to grow by reducing their environmental impact — not increasing it. Growth should be regenerative, not extractive. That means prioritizing long-term well-being for people and planet, not just short-term gains for shareholders.

This belief shapes everything we do at Green Circle Salons — and in 2024, it carried us through another year of meaningful impact:

- We **surpassed 11 million pounds** of waste diverted from landfill and waterways.
- We closed out our carbon neutral benefit program, supporting the verified reduction of **over 58,000 metric tonnes of CO₂e** — the equivalent of **962,000 tree seedlings** grown for ten years.
- We proudly became **members of 1% for the Planet**, deepening our commitment to environmental giving and accountability.



As we look ahead, 2025 will bring new energy and ambition. We'll be unveiling our updated North Star, a roadmap for the future we're shaping together. And we'll continue to innovate — especially in the world of hair fibre reuse, where science, creativity, and sustainability are converging in extraordinary ways.

I've always believed that beautiful things happen when imagination meets action. In 2024, that belief was brought to life by the incredible people who make up our team, our partner network, and our growing Waste Warrior community. Together, we've turned sustainability into something tangible, measurable — and unstoppable.

Thank you for standing with us.
Thank you for daring to lead.
And thank you for being part of a community that's changing the face of beauty — not someday, but right now.

With gratitude,

Shane Price

Founder & 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
\$200,000

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.



Employee Engagement

85%

A 2024 Quantum Workplace survey showed a high level of engagement from employees.

Employee health and wellbeing

100%

Full-time employees with access to extended health benefits.

Our Purpose

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

Core Values

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.



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.

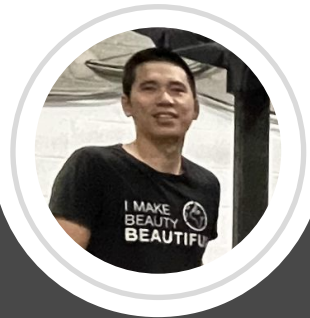
All-In

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.

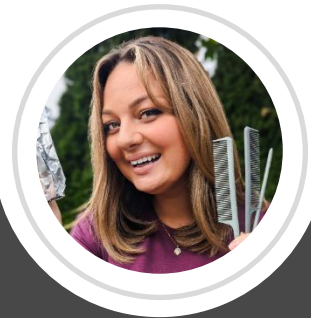
Employee Spotlight



Simon Yang
Warehouse Manager
(Ontario)

"It's been easy to stay 'ALL IN' when you are part of a company that you feel deeply values its employees, offers meaningful and rewarding work, and is making a positive impact on the planet every day."

Team member since July 2011



Sarah Babington
Head of Corporate
Accounts and
Partnerships

"It is an honour to support the beauty industry while expressing gratitude to our planet through the meaningful work we accomplish together."

Team member since January 2017



Katelyn Broad
Social Media and
Marketing Specialist

"At Green Circle, I blend creativity with sustainability, inspiring the beauty industry to transform beauty waste into new possibilities. It is rewarding to know I'm part of a movement that makes a real difference for our planet."

Team member since November 2021

Employee Spotlight



Green Circle Salons team members Shane Price and Larry Kane joined the Baddhare Salon Green Your Community Event. Salon owners, beauty professionals, industry leaders, and families came together to participate in beach clean-up days in Myrtle Beach, South Carolina.



Mark Budihas helped announce our partnership with Pivot Point International to launch the industry's first-ever mannequin recycling program for schools. Together, we can ensure that beauty waste created in schools is given a new life instead of ending up in our landfills.



Member Success Specialist, Marie-Ève Perreault and family volunteered on a trail restoration project along with students from the Saugeen Academy. The group restored the Peninsula section of the Bruce Trail, near Colpoys Bay, Ontario.



Daisy Idsinga, Izzie Pelzel, George Myrtos and Natali Lukin attended Premiere Orlando. Green Circle Salons attended numerous beauty industry events and sustained the model room operations.



Sarah Babington and Katelyn Broad collaborated with Salon Del Mar on a Davines art installation showcasing the impact a salon can make by recycling their beauty waste.

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 Employee Engagement Group, we will continue to work toward increasing employee satisfaction.

2024 Highlights



1%

As a member of 1% for the Planet, we committed to donate 1% of our revenue to vetted environmental partners.



11,000,000+ lbs

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



5,400+

Mangrove trees have been planted in Mida Creek, Kenya as part of our Ocean Positive partnership with Seatrees from 2022-2024.



23,193 tCO2e

Carbon reductions on behalf of our member salons, through our Carbon Neutral Benefit in 2024.



100%

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



128,913 lbs

of hair was kept out of landfill. That's over 9 million haircuts (and a whole lot of sweeping!).

Our Stakeholders



Waste Warriors:

16,000+



Distributors:

45



Schools/Academies:

107



Member Salons:

3,600



Manufacturers:

44



Salon Guests Impacted/Year:

15 million



Waste Warriors

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.

Every milestone we reach, every success story we celebrate, and every step we take turning beauty waste into a valuable, circular resource is thanks to the dedication and drive of the people who make it happen.

From the very beginning, Green Circle has inspired Waste Warriors to join our cause. In turn, we have been inspired by their commitment and desire to create a positive and meaningful difference together.



Jenna Hollar

Owner, Chelsea
Salon & Spa
Tallahassee, FL

"Thanks to Green Circle and with the help of our guests, we have transformed the waste we produce and are paving the way for a sustainable future!"

Green Circle Member
since March 2024



Shelley South

Owner, You
Beauty Lounge
Anchorage, AK

"I'm thrilled to make a difference by collecting waste, one bag at a time. I'm passionate about demonstrating how salons can beautify both people and the planet."

Green Circle Member
since March 2024



Leslie Menich

Manager,
Baddhare Salon
Myrtle Beach, SC

"It's about improving our health and protecting our people and planet now, and for future generations... there is no finish line!"

Green Circle Member
since April 2021

Waste Warrior Impact in 2024

1,197,093 lbs

of beauty waste (total)



420,836 lbs
of metals



77,108 lbs
of paper



121,973 lbs
of plastics



128,913 lbs
of hair clippings



191,442 lbs
of single use items



20,722 lbs
of PPE



110,158 lbs
of colour



118,798 lbs
of cardboard



7,143 lbs
of other (mannequin heads,
batteries, e-waste, et cetera)

11+ MILLION pounds of beauty waste
RECOVERED since 2009

Manufacturer Partners

L'ORÉAL
PROFESSIONNEL

davines
beauty + sustainability

KAO

AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

SURFACE[®]
HAIR HEALTH ART

L'ANZA
HEALING HAIR COLOR & CARE

JOICO

MOROCCANOIL[®]
ONE BRAND. A WORLD OF OIL-INFUSED BEAUTY

PIVOT
POINT

vish

SUSTAIN
BEAUTY CO

JOHN PAUL MITCHELL SYSTEMS

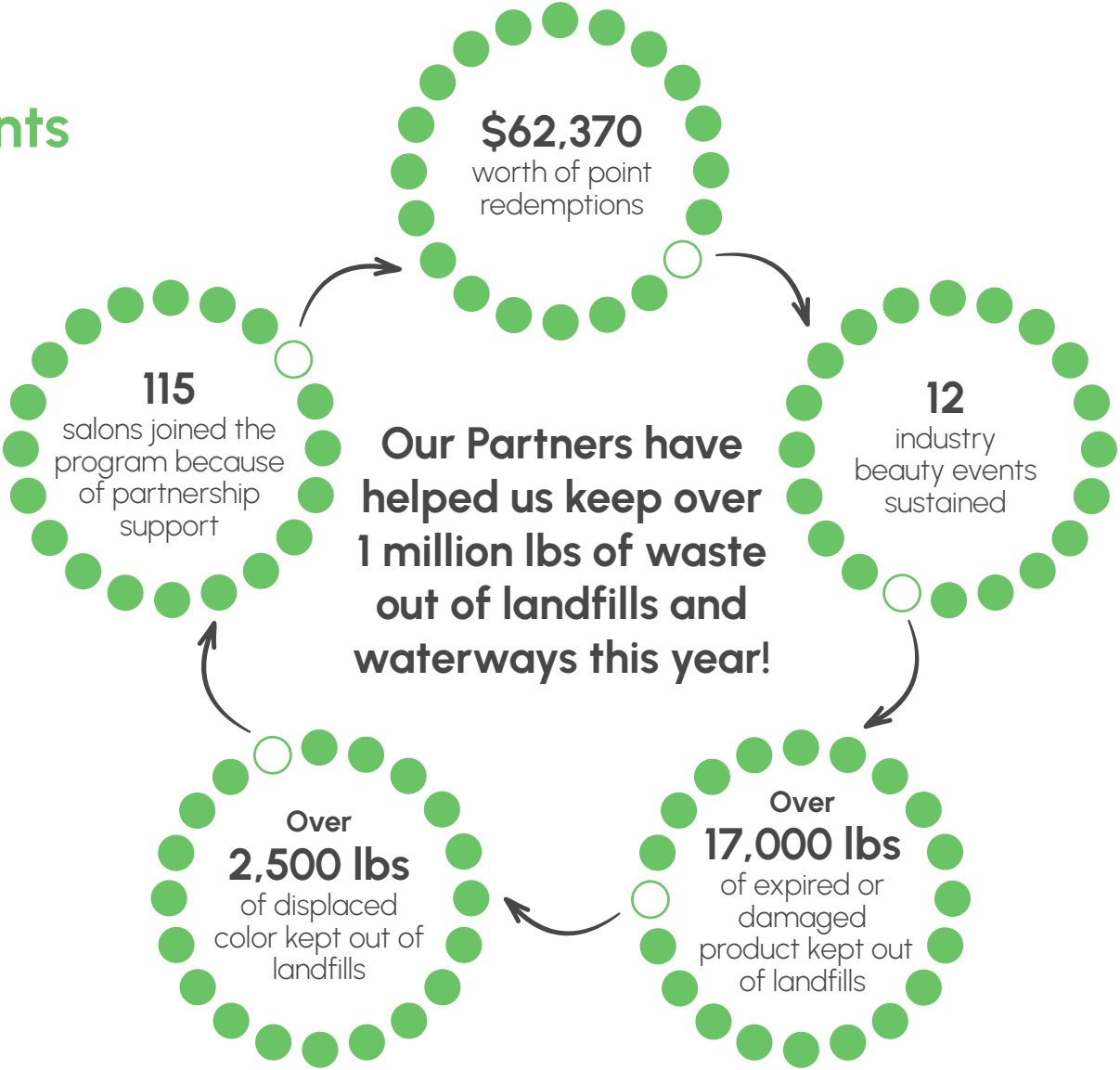
KEVIN.MURPHY

WELLA
PROFESSIONALS

CULT+KING

2024 Partner Accomplishments

In 2024, our partners have played a crucial role in advancing our mission by offering their salons meaningful opportunities – like redeeming loyalty points for Green Circle Salons services, accessing exclusive promotions, and participating in take-back programs and product incentives. They've also walked the walk, inviting us to help sustain their events and responsibly manage expired or damaged products, keeping countless pounds of waste out of landfills. Together, we can redefine what it means to be a responsible and forward-thinking brand, leaving a legacy of innovation and environmental stewardship.



Industry Initiatives

Beauty as a Force for Good

Green Circle Salons is proud member of the B Corp Beauty Coalition, an organization that is driving impactful change in the beauty industry.

The Coalition seeks to improve the sustainability standards of the beauty industry with the mission to enable collaboration and exchange between companies; identify and share better practices; implement improvement actions and publish their outcomes; help beauty customers more easily navigate the category; and to influence the beauty industry to trigger broader changes which can ultimately improve its social and environmental footprint.

The Coalition's strategic plan for the years ahead is built on three key pillars, which will guide our collective efforts:

Innovate for Better Practices: leveraging our collective expertise to solve industry challenges and drive meaningful change.

Collaboration & Shared Learning: providing a platform for our members to share ideas, resources, and best practices, amplifying our collective impact.

Advocacy & Education: using our collective voice to influence policy and consumer education, ensuring sustainability becomes the standard in beauty.



B Beauty

The B Corp™ Beauty Coalition

Our Certifications



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.



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



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 in Action

| Our Commitments | SDG | What We Are Doing In 2025 | Other SDG's Impacted |
|------------------------------|---|--|---|
| Circularity |  | 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. |       |
| Life Below Water |  | Together with our Waste Warrior community, we continue to keep excess hair color from waterways and waste from entering our rivers, lakes and oceans. Through our membership with 1% for the Planet, we will be investing in water preservation initiatives with our environmental partner, Seatrees. |       |
| Stakeholder Education |  | We collaborate with 107 schools and academies who are committed to providing sustainable education for the next generation of beauty professionals. We are participating in industry partnerships and providing thought leadership around sustainability in the beauty industry. |       |
| Decarbonization |  | 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. |      |

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 2024, Green Circle Salons continued to invest 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.



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 three-year partnership with Seatrees, we have been able to sequester more carbon emissions than we created through the protection of coastal watershed areas and the restoration of marine ecosystems. This work allowed us to offset our carbon footprint, ensuring that our operations are fully carbon neutral.

Why focus on the ocean? 90% of all carbon in the global carbon cycle is stored in the ocean and this is where it should be sequestered to reverse climate change. Coastal mangrove forests remove 5-10 times more CO₂ from the atmosphere than tropical rainforests. We are working to have the biggest impact that we can on the planet.

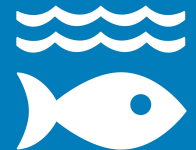
- Over three years this partnership has allowed us to plant **5,415 mangrove trees in Mida Creek, Kenya.**
- And sequester **1,800 metric tonnes of carbon dioxide** in the Columbia Pacific Watershed.



**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 2024:

- Green Circle Salons believes in transparency in our operations and invited several potential partners to visit our facilities.
- We provided our community of 16,000+ Waste Warriors with details on the impact they created in 2024 through Waste Diversion Certificates.
- We shared content with our social media community about beauty waste recovery and why it matters.
- Green Circle Salons continues to participate in industry organizations, such as the Green Beauty Community Foundation and the B Beauty Coalition.



4 QUALITY EDUCATION



OUR COMMITMENTS

Decarbonization

Take urgent action to combat climate change and its impacts

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

- Since 2009, we have been partnering with Bullfrog Power to choose green electricity for our Canadian facilities.
- To reduce the climate impact created by beauty waste shipments, all shipments continue to be sent through UPS' carbon neutral program.
- 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.
- As of 2024, all of our warehouse equipment is now electric, allowing us to reduce our scope 1 carbon emissions.



13 CLIMATE ACTION



OUR COMMITMENTS

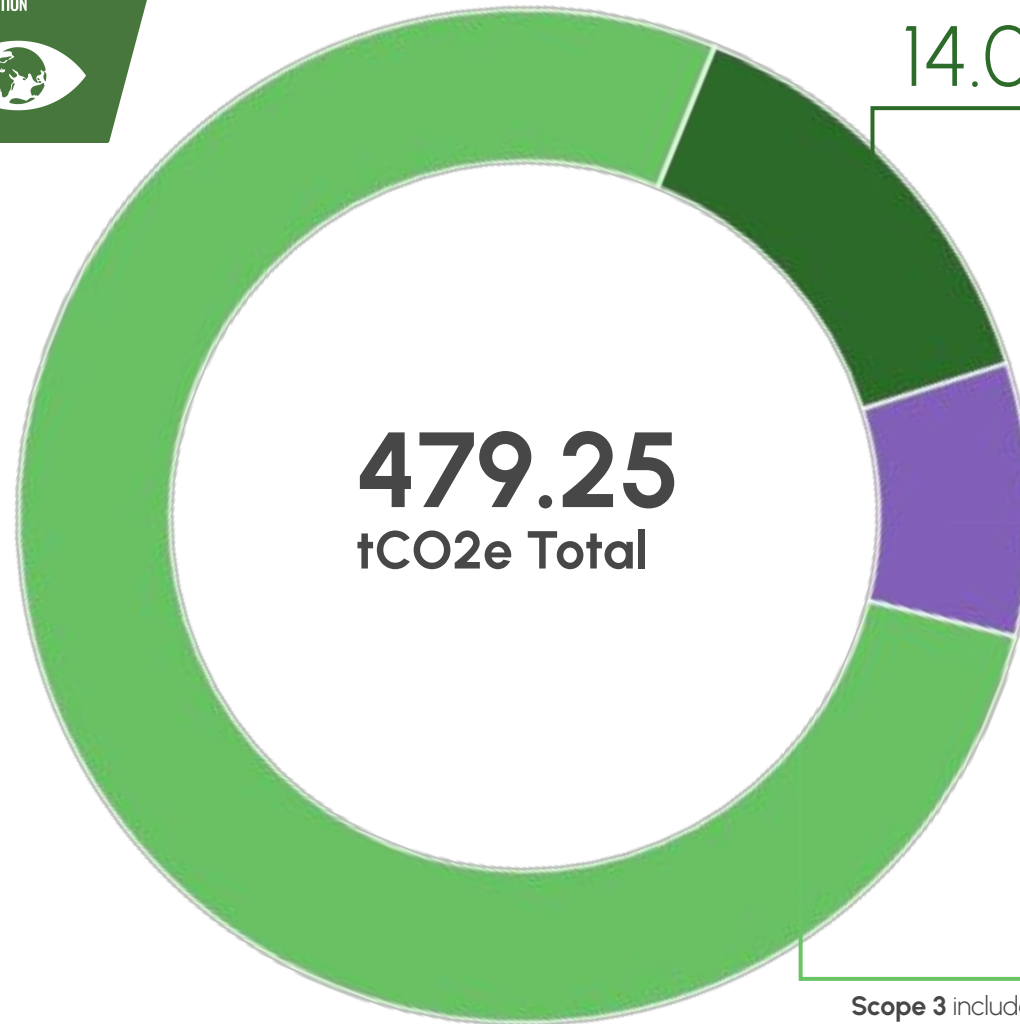
2023 Carbon Footprint

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 the avoided emissions from beauty waste diversion.



13 CLIMATE ACTION



Scope 1

14.01% | 67.15 tCO₂e

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

Scope 2

8.71%
41.74 tCO₂e

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

Scope 3

77.28%
370.36 tCO₂e

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

Climate Action 2022-2024

Salon Carbon Neutral Certification

Through our partnership with Offset Alliance, we supported verified CO2 emission reductions on behalf of our member salons. From the day each salon partnered with Green Circle Salons, we benchmarked their business's estimated Scope 2 CO2e emissions (emissions resulting from energy use). These estimates were 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 each calendar year. This means we funded 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.

From 2022-2024, Green Circle Salons supported the verified CO2e emissions reduction of 58,194 metric tonnes. **It would take 962,000+ tree seedlings TEN YEARS to equal this amount of reduction!** (US EPA)

58,194 tCO2e

of member salons scope 2 carbon emissions were offset with our Carbon Neutral Benefit since 2022.



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.



OUR COMMITMENTS

Environmental Giving

1% for the Planet Membership

Green Circle Salons is a proud member of 1% for the Planet. We take responsibility for the health of our planet by donating 1% of annual sales to environmental partners addressing today's most pressing environmental challenges.

Where's our Focus? Water scarcity and pollution continue to be some of the most urgent issues facing our planet. Water is a critical resource for salons and the beauty industry, and we can no longer wait to address the growing crisis. In 2025, we'll be focusing our investment on water initiatives.

How does this relate to the beauty industry? We all know that water is a vital resource for salons, stylists, and beauty professionals—not to mention the broader global community. The beauty industry is a heavy consumer of water and, unfortunately, also contributes to contamination and plastic pollution in waterways. This is why we're putting water at the center of our efforts. By focusing on life below water, we're directly supporting initiatives that protect this vital resource and address these growing challenges head-on.

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



Thank you for helping us make beauty beautiful.



www.greencirclesalons.com
info@greencirclesalons.com