

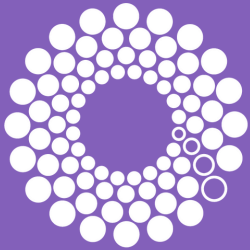


# CIRCLE OF IMPACT REPORT

**Q2 2023**

[www.greencirclesalons.com](http://www.greencirclesalons.com)





# Who we are

**Green Circle Salons is a certified B corporation on a mission to solve the professional beauty industry's waste problem.**

We help salons and spas across the US and Canada reduce their environmental impact by providing a comprehensive, customizable waste management solution to fit each business and divert up to 95% of their beauty waste from landfills.





Every single minute, the salon industry in the US and Canada produces an astonishing 877 pounds of waste, which adds up to a daily total of 421,000 pounds (assuming an eight-hour workday).

This waste encompasses a range of materials, from standard recyclables like paper and plastic to more specialized beauty items like hair clippings, foils and excess hair color.

Every day, an astounding **63,000 pounds of hair** is needlessly wasted, with the bulk of it ultimately consigned to landfills.



When hair breaks down in anaerobic conditions, like in a garbage bag buried in a landfill, it releases **potent greenhouse gases** that pose **a real threat to the environment and contribute to climate change.**





Salons in the US and Canada alone discard an astonishing **110,000 pounds of metal each day.**

This equates to more than half the weight of a commercial airplane.

# Aluminum

Aluminum is a marvel of modern materials, possessing the unique characteristic of being infinitely recyclable. Yet, despite this, many of the metals used in salons are frequently contaminated, leading to its rejection by local recycling facilities and ultimate disposal in landfills. Salons in the US and Canada alone discard an astonishing 110,000 pounds of metal each day. This equates to more than half the weight of a commercial airplane.

OVER

**42,000 POUNDS OF EXCESS HAIR COLOR**

is thrown away every day

The surplus of hair color, lightener and toner used in salons can lead to not only monetary loss and plumbing difficulties, but also a greater environmental concern. When disposed of and rinsed down the drain, these toxic chemicals can find their way into our water and soil.



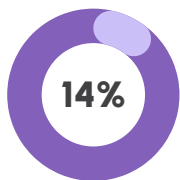


# The State of Salon Recycling

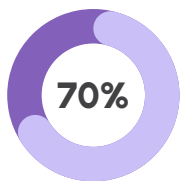
According to Green Circle Salon's sustainability survey, there is a positive development in the beauty industry - 62% of salons now incorporate material recycling, marking a 3% increase from 2020. However, the study also reveals a concerning figure: a vast majority of salons, 74%, have yet to adopt beauty waste recycling services. Furthermore, almost 10% of stylists expressed uncertainty about their salon's recycling practices. These results emphasize the pressing need for greater education and awareness about the environmental implications of the beauty industry.



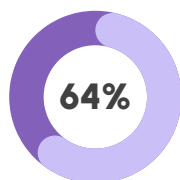
## Key findings:



Only 14% have ever tried a beauty waste recycling program - and lack of awareness and expense are tied for the top 2 reasons why 86% haven't tried it yet.



Momentum is growing for salon sustainability yet 70% of salon professionals still do not know about the clean recycling streams for hair color, or the Green House Gasses impact of hair waste.



64% of the general salon sample rated sustainability as "extremely important".





# Making beauty beautiful is all our responsibility -

**From choosing sustainable products and businesses for your next hair service to taking the lead on instituting a sustainability program for your own beauty business.**

*This report blends beauty waste data from Green Circle Salons and its partners with insights gathered from the Green Circle Salons Sustainability Survey, which polled nearly 400 industry professionals, including 263 salon owners and managers, as well as 130 stylists and barbers.*

*Methodology:*

*Green Circle Salons measures the weight of the waste received from members across North America and records the data in a database to provide an annual total of waste diverted by member salons. To calculate these statistics the total annual salon waste was divided by the total number of active member salons, allowing Green Circle Salons to calculate the total average waste generated per salon. Based on industry research, the waste data was extrapolated across the entire salon industry by making assumptions about the average number and length of workdays for a salon, the number of salons in North America, and the ratio of employment-based salons to non-employee-based salons. Finally, the waste data was divided by work day, hour, and minute to develop a time-based metric for salon waste.*

Learn more about our mission, find a sustainable salon, and more at [greencirclesalons.com](https://greencirclesalons.com)

