

Sustainable Salon Guide

JOHN PAUL MITCHELL SYSTEMS



SALON SUCCESS
THE DISTRIBUTOR OF CHOICE



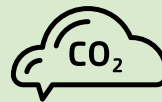
Green Roots.
Green Future.

OUR GREEN PROMISE

As a company with a long heritage in giving back and caring for the earth, we are committed to more sustainable business practices in a number of ways.



**REDUCE
VIRGIN PLASTIC**



**REDUCE CARBON
FOOTPRINT**

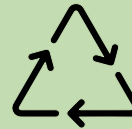
JOHN PAUL MITCHELL SYSTEMS.

Sustainability

Passion for hair, compassion for the planet



**SUSTAINABLE &
ETHICAL SOURCING**



**MINIMIZE WASTE
TO LANDFILL**



JOHN PAUL MITCHELL SYSTEMS

How to have a more sustainable salon



1. **Recycle all your waste;** we work with & recommend **Green Salon Collective** who recycle pretty much everything & even collect PPE to turn into renewable energy. Save 15% on registration with our code SSRecycle



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2. **Use renewable energy** wherever possible and work with a green energy supplier
3. Use **energy efficient light bulbs**
4. **Reduce laundry;** try using single use disposable towels like eco-friendly **Scrummi Towels** or **Vogetti® Towels**, both available from Salon Success



SCRUMMI TOWELS

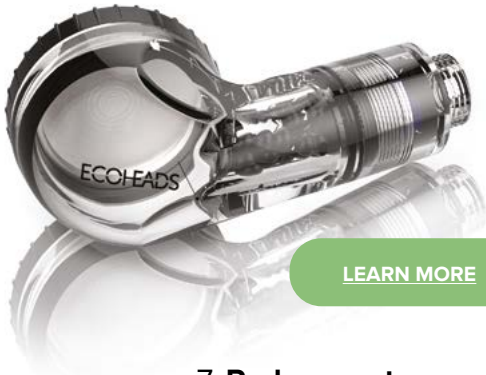
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VOGETTI® TOWELS

[LEARN MORE](#)

5. **Get the team on board;** let the team know what you are trying to achieve & how they participate in your initiatives. Encourage them to carpool or walk to work

6. **Go paper free**; embrace the digital world and keep communication to your website, email & e-newsletters



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7. **Reduce water usage**; invest in **Ecoheads™** which not only improve pressure but can reduce water usage by 390 litres per chair per day, available from Salon Success

8. **Work with brands that support sustainability**; Salon Success has a portfolio of planet-friendly brands including **John Paul Mitchell Systems®** to suit your needs

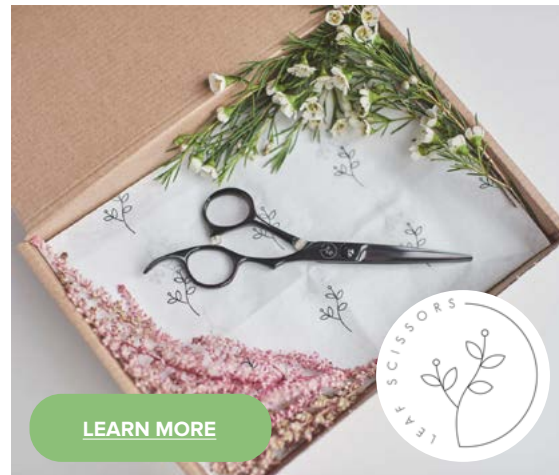
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9. **Go completely eco friendly**; from cleaning products to the refreshments you serve and the tools you use. **Paper Not Foil** and **Leaf Scissors** are both available from Salon Success

10. **Decorate sustainably**; try using recycled or repurposed materials and furnishings as well as sustainable paints



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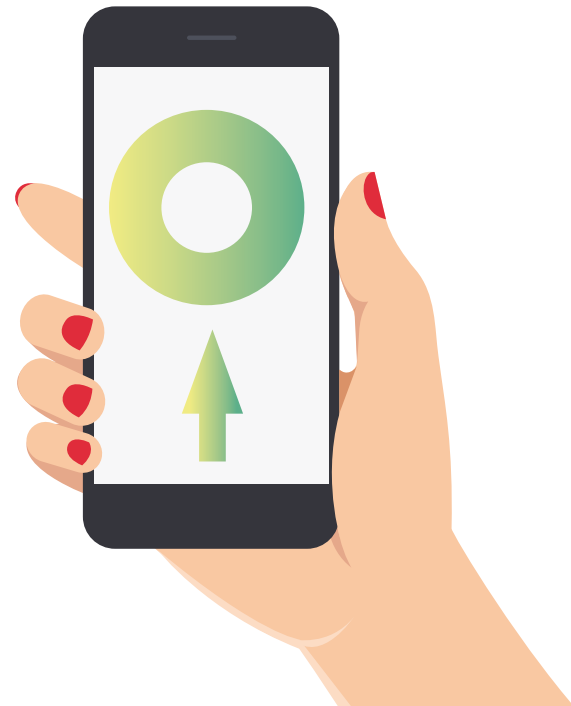


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11. **Work with like-minded suppliers;** check the credentials of all your suppliers are lined up with your values
12. **Partner with like-minded local businesses;** from promotional activity to mutual recommendations, find the companies in your community that share your beliefs



13. **Include health and wellbeing;** these initiatives are also important elements of living sustainably. Introduce team & guest initiatives
14. **Use an app to track your success;** measure your performance and see the progress you make
15. **Promote your sustainable positioning** to your clients and community; celebrate your progress and share your success! This can help you attract new clients and team to the salon.



As pioneers in cruelty-free hair care, and numerous sustainable credentials under their belt, here's just some of the planet friendly brands from John Paul Mitchell Systems®

PAUL MITCHELL® CLEAN BEAUTY

Good for hair. Good for the planet.

Sustainable, vegan and manufactured with 100% clean energy, Clean Beauty uses organic botanicals grown in an open lab farm in Italy, packaged in innovative bio-based bottles made from Brazilian sugarcane.

TEA TREE

With five experiential categories for varying hair types, Tea Tree gives ingredient-enthusiasts and eco-conscious consumers an experience to remember.

Committed to planting 1 million trees by the end of 2022 and using sustainably sourced Tea Tree oil, Tea Tree bottles are in the process of switching to post-consumer recycled bottles.



PAUL MITCHELL
clean beauty 

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[LEARN MORE](#)



**A PIONEER IN CRUELTY-FREE
HAIR CARE**

PAUL MITCHELL® PROFESSIONAL HAIR COLOR

Offering 300+ shades of demi-, semi- and permanent hair colour, the whole line up is 100% vegan.

Every tube of colour is made with up to 45% recycled aluminium + is 100% recyclable + comes in recyclable cartons + shippers.

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AWAPUHI WILD GINGER®

In 1980 co-founders Paul Mitchell and John Paul DeJoria set up an organic, solar-powered farm in Hawaii to grow wild ginger. Today the awapuhi found in John Paul Mitchell Systems® products is still grown and harvested on the farm in Hawaii.

As pioneers in cruelty-free, the keratin found in Awapuhi Wild Ginger® products is derived from sheep's wool from happy sheep grazing in New Zealand.

[LEARN MORE](#)



**Discover more about John Paul Mitchell Systems®
and other planet friendly brands from**



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Call 0845 659 0011