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CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY



**CIDESCO
INTERNATIONAL
GUIDE SERIES**

**CIDESCO INTERNATIONAL GUIDE TO
THE SUSTAINABLE
SALON & SPA**

www.cidesco.com

WHY BEING A SUSTAINABLE BUSINESS IS IMPORTANT



CIDESCO International's Sustainability guidelines have been compiled to help and encourage more salons and spas to reduce their impact on the environment to the benefit of us all.

This Guide includes the principles of sustainability incorporating energy, waste management, product choices and education. We have also included advice from members who are undertaking their own sustainability campaigns. As Sir David Attenborough says: "The future of humanity and indeed, all life on earth, now depends on us."

Sustainability is no longer a choice, it's a necessity. Let's all do our part!

Karin Luggens
President, CIDESCO International



SUSTAINABILITY PLANNING

The definition of Sustainability, in its simplest form, is the ability to last. Sustainability in business will ensure that your business will endure for future generations.

Start by understanding how sustainable your business is currently and where it needs to get to by completing an energy audit. This will show you how much energy is being consumed by appliances and fixtures. Get your staff to support by appointing a 'Green Team'. A typical audit would include:

- **Social Impact: Workers** – how has the business engaged employees and ensured that they are treated well?
- **Social Impact: Community** – how does the business give back to the community?
- **Environmental Impact: Waste** – what is the business doing to reduce waste?
- **Environmental Impact: Resources** – what is the business doing to conserve resources?
- **Environmental Impact: Carbon Footprint & Toxics Reduction** – what is the business doing to reduce its carbon footprint and reduce its use of toxic materials (including cleaning products)?
- **Environmental Impact: Product Development & Life Cycle** – what is the business doing to minimize the environmental footprint of its products?
- **Environmental & Social Impact: Supply Chain & Procurement** – how is the business engaging with suppliers to promote sustainability?

Once you have these details, you can then set goals which will reveal how much more sustainable your business is becoming over a period of time.

SAVING ENERGY

Saving energy in your salon or spa is not only better for the environment, but reducing energy wastage can also help you maximise your profits.

1. Switch to a green energy supplier which supplies renewable energy
2. Turn off lights and electrical equipment when not in use
3. Install a smart meter to track your energy costs
4. If you are planning a refurbishment look at the places where you are losing heat such as windows and doors
5. Have your boiler checked regularly to see it's working efficiently
6. Switch to energy saving light bulbs
7. Introduce motion activated lighting to areas such as bathrooms, staff rooms
8. Use high efficiency hand dryers instead of towels
9. Consider changing to self-heating massage tools
10. Use water at a slightly lower temperature
11. Contact your local authority to see if there are any energy saving grants available



SALON & SPA SUSTAINABILITY

REDUCING WATER CONSUMPTION

Water is an essential component of all spas and salons and therefore something we need to be mindful of. While we may not be able to do without water, we can control our water usage. Here are some suggestions on how you can do this:

1. Ensure your taps and water facilities are working efficiently with no leaks or wastage. Slow drips can contribute to tonnes of water per month
2. Review your laundry facilities and service. Ozone washing services not only provide more efficiency but also destroy 99.99% of micro-organisms
3. Source products that can be used without water. There are an increasing number of skincare products that are being formulated to do this
4. When using wraps and scrubs, remove the products using wet towels instead of offering the client a shower. Alternatively install low flow showerheads or set a timer on your showers
5. Reuse waste water for outdoor irrigation or other activities but bear in mind the water quality
6. Provide drinking water stations instead of water bottles
7. Only run your taps when needed

MANAGING WASTE & RECYCLING

Have a 'waste not, want not' mission by implementing good recycling systems. Salons and Spas can generate a large amount of waste, some of which is toxic, so disposing of it in the correct way is extremely important.

1. Set up bins to separate your waste ie Recycling, Toxic and General Waste. Depending on your waste collections, you may be able to separate this even further. Provide easy access to the recycling area for both clients and staff
2. Have a no plastic policy. Today there are lots of alternatives to plastics which are recyclable and biodegradable
3. Check where your waste is going. Is there a waste collection service that has specialist experience in safe and sensible Salon and Spa recycling? Many of these services offer a zero to landfill programme and have a ban on plastic bottles and paper coffee cups
4. Contact your local authority to see if there are any schemes that can help you with your waste
5. Purchase recyclable or environmentally safe products wherever possible.
6. Many thousands of spa slippers are sent to landfill each year and some of the suppliers are currently testing recycling schemes. Set up your own recycling slipper scheme or ask guests to bring their own

CHOOSING SUSTAINABLE PARTNERS

SALON & SPA SUSTAINABILITY

When you're running a sustainable Salon or Spa Business, it's important to also review your suppliers and partners. Many product brands today have excellent green credentials, using biodegradable ingredients, refillable containers and plant packaging whilst remaining financially efficient.

1. Choose suppliers that share or can support your sustainability mission and check they are authentic. Unfortunately there is some 'green washing' so doing some due diligence beforehand is important
2. Work with brands that minimise their use of plastic or have refillable/recyclable options available
3. Consider brands that are investing in regenerative farming practice to preserve the eco-system
4. Research product brands that are running their own recycling schemes for used product containers
5. Ensure packaging of products is kept to a minimum and replace plastic bags with reusable ones
6. Shop local wherever possible to minimise transport costs and support your local community. This has become particularly successful for spas and hotels sourcing food and drink with many using this as a marketing hook to attract new customers
7. Opt to use natural cleaning products and steam cleaning within your Salon or Spa
8. Promote your use of sustainable brands which will increase awareness of your brand and its values, attracting new customers in the process

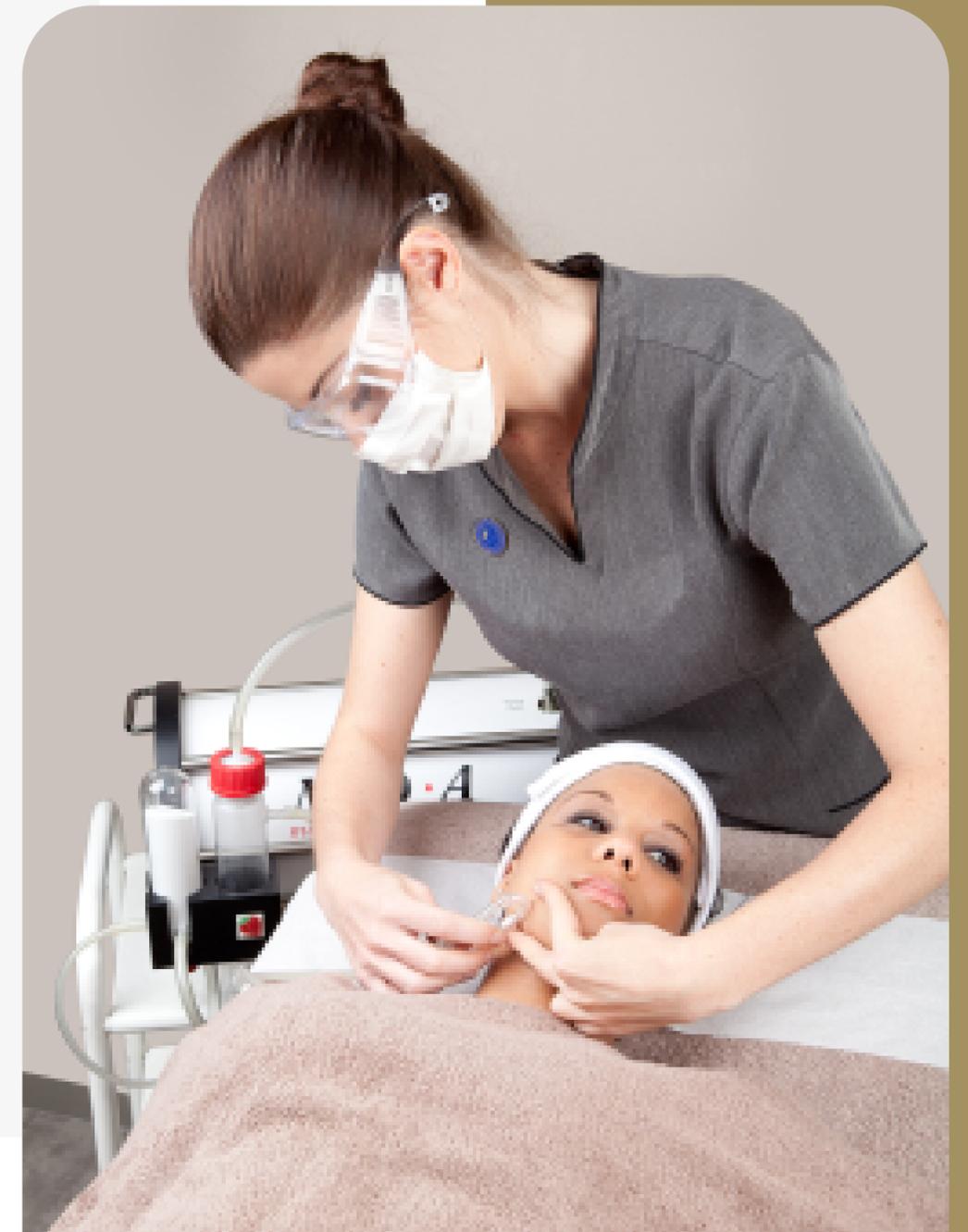


EDUCATING YOUR STAFF & CUSTOMERS

SALON & SPA SUSTAINABILITY

Becoming a sustainable Salon or Spa is good for the planet but also a fantastic marketing and client acquisition opportunity. Sustainable businesses are more attractive to certain audiences such as people who are sensitive to chemicals, pregnant women and those who prioritise sustainability when making a purchase

1. Define your sustainability messaging and include it in your marketing materials so that your customers can see it clearly
2. Fully brief your team on your sustainable measures so they can bring these up in conversation with your customers
3. Emphasise the features that customers seek out such as eco-friendly packaging and ethically produced products
4. Invite your customers to be involved in any of your sustainable initiatives such as beach cleans, support of local communities and causes or recycling measures
5. Use international or national awareness days such as Earth Day as a reason to encourage your customers to support your sustainability initiatives
6. Use social media platforms and media to tell them about your sustainability strategy and establish a positive reputation
7. Encourage your staff to come up with new sustainability practices and reward those that make a real difference
8. Remember that many staff want to work for sustainable companies, so include this as a feature in your job advertisements
9. Celebrate your sustainability improvements together to build a sense of involvement



"THE PLASTICS PROBLEM IS A SHARE RESPONSIBILITY"



CIDESCO Honorary President and Gold Medalist, Helene Bramwell opened The Mask Skin & Body Clinic in South Africa 1971 and has been monitoring and trying to address the use of plastics in her own business and beyond since then.

“As a Skin Therapist for more than 50 years and committed to the treatment of our clients, it has often occurred to me that we can, should and do play a major role in influencing our clientele about how they should care for the environment. Most consumers don’t pay much attention to the packaging their purchases come in, but packaging accounts for about 28% of municipal solid waste. In fact, only 53% of it ends up in recycling bins, and even less is actually recycled, meaning we, the practitioners, must be proactive and creative. We must think about how we can re-purpose the plastic containers we use. We must encourage our clients to return their own plastic containers, and we must insist the suppliers collect empty containers for either refilling, re-purposing or responsible disposal.

Tackling the plastics problem is a shared responsibility. We have to inform, encourage and empower our employees, partners and clients to practice good green habits both at work and in their personal lives.”



Helene Bramwell (right) with Babette Gallard on their eco-crusade in Johannesburg

OTHER WAYS TO BE MORE SUSTAINABLE

1. Create your own sustainability charter and video. share with your staff and promote to your customers through your marketing channels
2. Go paper free and use online forms and booking services
3. Use Ecosia as your online search engine as each search helps the company plant a tree roughly ever second
4. Encourage your staff to review their travel to work to see if they can choose more sustainable methods such as shared car journeys, public transport, cycling or walking
5. Find out your carbon footprint and set goals for reduction
6. Join one of the industry sustainable accreditation bodies and learn from like minded businesses
7. Become a BCorp business. BCorps are businesses that meet the highest standards of social and environmental performance and are legally obliged to consider the planet in all their decision making alongside people and profit

Sustainability has many facets but remember that even the smallest of changes is a step in the right direction.



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