

**INDOLA**  
EXCLUSIVELY PROFESSIONAL

# SOME TIPS TO MAKE THIS PLANET A BETTER PLACE

Sustainability hacks for your salon!

**ACT NOW!** Because you matter.

   [indola.com](https://www.indola.com)

**#SimplySmarter**

# WE DECIDED TO ACT NOW! Start the journey with us!

Because you care about yourself  
and your environment,  
we developed a sustainable, high  
performing care & styling range that brings out  
your clients' best hair.

Because you and your planet have something  
in common - you are unique.



**ACT NOW!** Because you matter.

# ACT NOW! Performance with purpose!

For pleasant, yet nourishing care  
& touchable, lasting styles.

- ! State-of-the-Art Formulas
  - Vegan
  - Free-from
  - With natural ingredients
- ! Packaging made with up to 97% recycled & fully recyclable plastic
- ! Cooperation with the Plastic Bank, to fight against plastic pollution



## ACT NOW! & fight plastic pollution



- ! For every ACT NOW! product sold, 2 plastic bottles are saved from ending up in the environment.
- ! ACT NOW! is partnering with Plastic Bank to prevent 1.5 million plastic bottles from entering the environment this year.

## IT'S YOUR TURN TO ACT NOW!

Enjoy the reading and get smart tips on how to make  
your salon and this planet a better place.

# 1. SAVE WATER

Hairdressing consumes a lot of water – approximately 60 - 350 litres per hour rinsing out colour, washing hair and cleaning supplies. Multiplied by 6 – 12 clients each day, per hairdresser - you can begin to see the issue.



## DID YOU KNOW?

### Some facts about water



Around 785 million people live without the access to safe water.



One 5-minute shower consumes about 80 litres of water.



A tap or shower that drips 60 drops per minute, wastes 21 litres, per day.

## SMART TIPS

- **Be a hot water superhero** – install a thermostatic one-handle mixer in your salon (with a flow rate of 5 litres/minute) and soak up the feeling of power! You'll have more precise temperature control at your fingertips and save up to a whopping 70% on water.
- **Every drop counts** – so call time on all dripping taps. They add up to lost litres every day so get your spanner out today and fix them right now.

Source: <https://www.hji.co.uk/business/reducing-water-consumption>

# 2. REDUCE ELECTRICITY

Salons are one of the most energy consumptive of small businesses, which has a financial cost as well as environmental impact.



## DID YOU KNOW?

### Some facts about electricity



1 salon consumes around 40,000kWh of electricity per year



Reducing the temperature by 1°C reduces your annual heating bill by about 10%



LED bulbs may cost more but they consume much less energy than standard bulbs and last about 60 times longer.

Source: <https://www.hji.co.uk/business/energy-efficiency-in-the-salon>



## SMART TIPS

- **Be a turn off** – stop burning energy and money with the flick of a switch by simply turning off all curling and flat irons, driers and all lights when you're not using them & at the end of the day.
- **Make your move** – to motion-sensor lighting. Install in bathrooms and break rooms, so they only come on when needed
- **Bright idea** – LED lights are the marathon runners of bulbs – lasting for up to 25,000 hours on average. They might not be suitable for working stations where you want more natural light for colouring, etc. but get these LED champs working for you by using them in your front desk and back-of-house.

# 3. RECYCLE & UPCYCLE



## DID YOU KNOW?



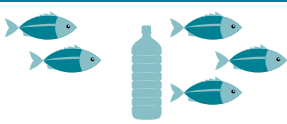
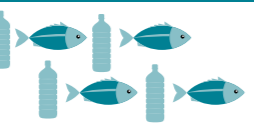
### Some facts about plastic



8 million tonnes of plastics end up in our oceans annually – that's one garbage truck every minute. It's estimated that one plastic bottle takes 450 years to breakdown in landfill.<sup>1</sup>



At this rate, by 2050 there will be more plastic than fish in the world's oceans.<sup>2</sup>

2014	2050
<b>Plastic Production</b>	
 311 MT	 1,124 MT
<b>Plastic: Fish Ratio</b>	
 1:5	 >1:1



**Reduce, Reuse, Recycle!**

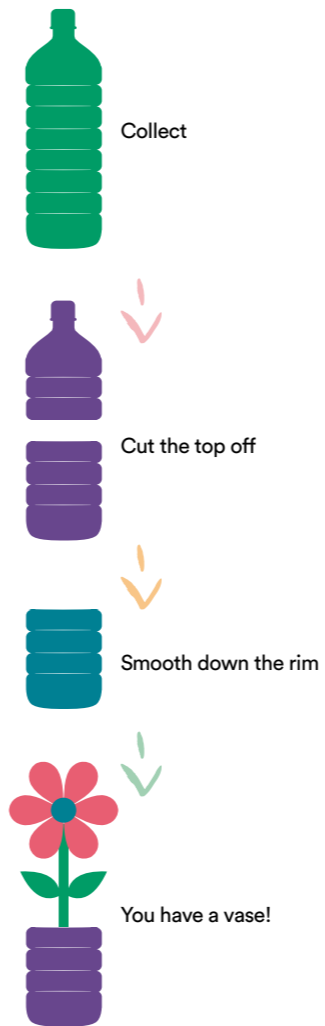
## SMART TIPS

- Take it apart** – twist, pull, separate – sing this little mantra as you separate all the pumps, lids and caps from your empties and fast-track your recycling.
- Make a clean start** – to recycling by giving empty bottles a quick rinse before taking aim
  - in the right bin.
- Slam dunk** – your recycling in the right bin! Hitting the right target every time will reduce
  - waste in landfill and oceans – and do your bit to conserve the Earth's precious resources.

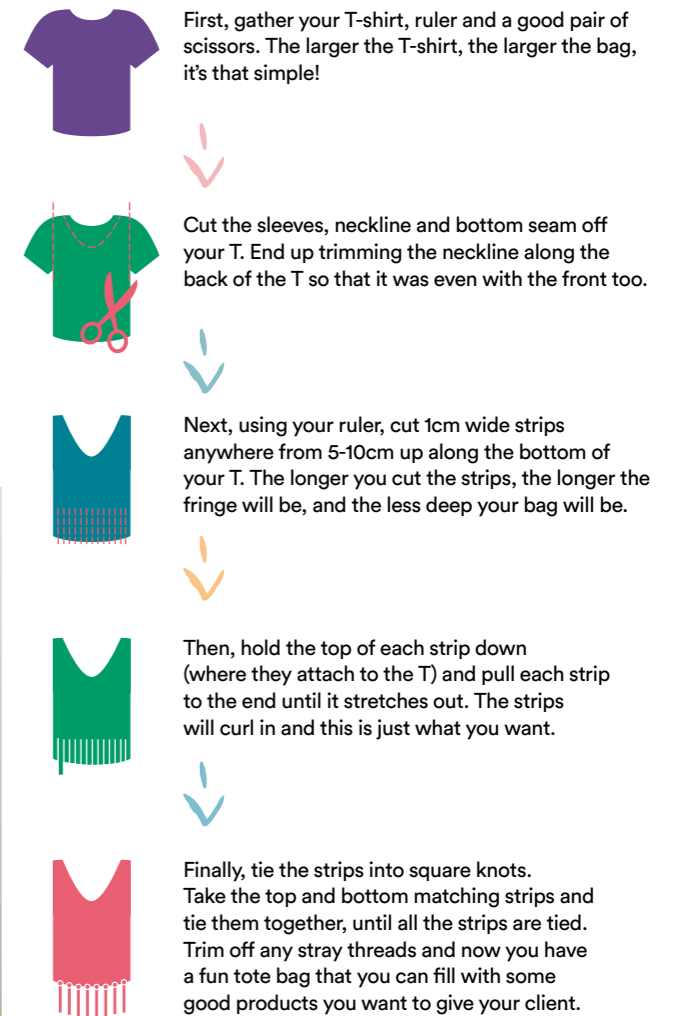


# UPCYCLE IDEAS FOR YOUR SALON

## UPCYCLE A BOTTLE



## UPCYCLE A T-SHIRT



<sup>1</sup> www.nationalgeographic.com/news/2015/2/150212-ocean-debris-plastic-garbage-patches-science  
<sup>2</sup> www.ecowatch.com/there-will-be-more-plastic-than-fish-in-the-ocean-by-2050-1882154887.html

## 4. CONTROL YOUR CLIMATE

An increase in CO2 in the atmosphere is causing a warming of the planet and is the main cause of climate change.

In order to reduce the rise of the planet's temperature, scientists emphasize the need to reduce our ecological footprint.

Find out about how your personal choices influence your carbon footprint in our **HENKEL FOOTPRINT CALCULATOR**.

SCAN ME!



### DID YOU KNOW?

#### Some facts about climate



The decrease in pollution during the corona crisis lockdown showed how quickly the environment can recover.



Cycling has instant benefits: fresh air workout and reducing gas emissions - so at the end of a working day, why not give the car a miss and get on your bike!

### SMART TIPS

- **Give your salon shades!** – Everyone looks cooler in sunglasses – even your salon – so tint your windows to help block UV rays and keep your salon cooler, which means less air conditioning.
- **A one-person protest sparked a worldwide climate revolution!** – Greta Thunberg is a young climate activist, who started the 'School Strike for Climate' protests in Sweden. Promoting #fridaysforfuture with students from across the globe to demand politicians, and corporations to take action on climate change.<sup>1</sup> **No One Is Too Small to Make a Difference!**



<sup>1</sup> <https://www.globalactionplan.org.uk/climate-chaos-response-schools-toolkit>

## 5. ADD GREEN TO YOUR SALON

### DID YOU KNOW?

#### Some facts about oxygen



Oxygen is necessary for all human and animal life on this planet. Unfortunately, oxygen levels are on a slow decline worldwide due to the burning of fossil fuels and the resulting carbon dioxide emissions. This means that the earth's oxygen supply must be constantly replenished, a job accomplished by plants.<sup>2</sup>

### SMART TIPS

- **Green means GO!** – make your salon an oasis by adding potted plants wherever you can. Not only do they boost oxygen levels, they can purify airborne chemicals, too – isn't nature amazing!
- **No green fingers? No problem!** – there are loads of plants that are low maintenance and have extra benefits too, like Aloe Vera. You can cut one of the succulent leaves and squeeze out pure gel to soothe skin or add to your drinking water for a Vitamin E kick.
- **Keep this one on the nightstand!** – the Gerbera Daisy is distinct for its ability to produce high levels of oxygen at night while removing harmful chemicals, such as benzene and trichloroethylene. Beneficial for those suffering from sleep apnea and breathing disorders.<sup>3</sup>

Bosco Verticale in Milano



We designed a sustainable ACT NOW! Display made of recycled wood. With a micro-garden, hosting 3 plants: Forget-Me-Not, Smart Grass & Summer Flowers.



<sup>2</sup> <https://globalhealing.com/natural-health/11-facts-about-oxygen-you-probably-didnt-know/#references>  
<sup>3</sup> <http://www.life.illinois.edu/govindjee/whatisit.htm> What Is Photosynthesis. Biology at University of Illinois. University of Illinois, n.d. Web. 08 Mar. 2016.  
<sup>3</sup> <http://www.doctoroz.com/blog/mao-shing-ni-lac-dom-phd/4-plants-clean-your-air-quality>

## 6. RECYCLE HAIR

Human hair is often considered a waste material and thrown away. But it doesn't have to be this way.

Hair can be recycled - and even make you some profit - so don't bin it.

In 2010, India exported about 1 million kg of human hair and its products - worth US \$238 million.

### DID YOU KNOW?

#### Some facts about hair recycling



A clean sweep – hands up who knew hair can be a natural superhero. Well, it's true because hair naturally absorbs oil, so all the cuttings you sweep from your salon floor can be used to clean up oil spills at sea.



Hair as fertilizer? Yes! Trims can be even buried in the soil for decomposition to get natural good manure.



### SMART TIPS

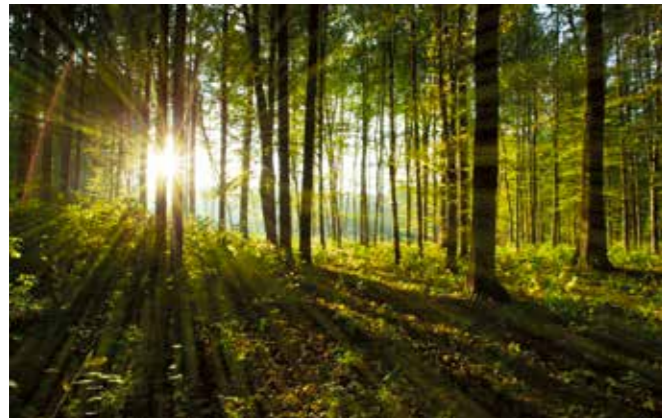
- ! **Heads up** – sell the hair of cut ponytails to make the most natural wigs, hair extensions, eyelashes.
- 
- ! **Hair for good** – because every little helps in the fight against cancer, donate cut lengths to local cancer cancer trusts who can make wigs for patients undergoing treatment. What better use?

## 7. PRINT SUSTAINABLY

### DID YOU KNOW?



1 tree makes 16.67 reams of copy paper, that's 8,333 sheets.<sup>1</sup>



### SMART TIPS

- ! **Go back to the source** – there are so many papers from FCS certified or sustainable sources, there's no excuse to find one that lets you get your message across – you're a planet champion!
- 
- ! **Show your indelible values** – by printing with inks free-from mineral oils. So now you can be green in every shade!

<sup>1</sup> www.greennetworkmag.com

## 8. SMART LAUNDRY

### DID YOU KNOW?

#### Some facts about hair laundry



It might seem strange, but a cold water wash in the machine is actually better for removing stains from white shirts, as hot water can seal it in.



White vinegar is a natural stain remover that can be used when washing white t-shirts, jeans, etc.<sup>1</sup>

### SMART TIPS

- ! **Load up** – don't press go on that washing machine until you have a full load of towels.
- 
- ! **Cool down** – Washing clothes at 30°C doesn't just save energy for a brighter environment – it's also kinder on your clothes.
- 
- ! **Chill out** – if you absolutely have to put on a hot wash (be honest!) set the rinse cycle to cold.
- 



<sup>1</sup> Source: www.persil.com/uk/laundrytips

## 9. APPOINT AN ACT NOW LEADER



- ! **Let's unite** – by getting everyone in your salon involved in your planet-loving efforts. Each week or month make someone in your team responsible for tracking your sustainability efforts.
- 
- ! **Be the change you want to see in the world** – if we work together, sharing successes, encouraging new habits and inspiring each other with fresh ideas, your salon will be a real force for positive change!

**ACT NOW!**

Because you matter.

**SUSTAINABLE  
HIGH PERFORMING  
CARE & STYLING RANGE  
NO SILICONES  
NO SULFATES  
VEGAN UP TO 97%  
RECYCLED PACKAGING  
NO SILICONES NO SULFATES  
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