



The National Association of Eco-Friendly Salons & Spas Presents a “Zero Waste” Study

Conducted in collaboration with:

Jonathan Kane Salon & Spa & TerraCycle®

Sustainability, considered by many as the fastest growing Mega-Trend in business today, holds a vague definition to those who don't study its significance and practice. Everywhere you look, the practices of sustainability are being employed. Whether it's in energy efficiency, water conservation or waste reduction, sustainability initiatives are the focus of most manufacturing, service and retail industries.

Conventionally, the salon and spa industry isn't thought of as eco-friendly, but the trend in salon/spa sustainability awareness and its implementation is slowly changing. *Jonathan Kane Salon & Spa (JKSS)* is just one example of an eco-friendly business whose efforts include strategic sustainability planning and sustainable product-vendor relationships. When approached to do a “Zero Waste Study”, it was no surprise to Tamara Jercha, founder of the *National Association of Eco-Friendly Salons & Spas (NAEFSS)* that owner Larry Kane, was all in! We chose JKSS as our test subject for the following reasons:

- Owner's commitment to Eco-Friendly practices
- Physical description of property
- Easily accessible location for onsite visits
- A wide variety of services yielding many opportunities for waste reduction
- AND an extremely high rate of employee engagement!

Zero Waste Defined:

The definition of Zero Waste as found in the *Dictionary of Sustainable Management*, released by Presidio School of Management is as follows:

“The goal of developing products and services, managing their use and deployment, and creating recycling systems and markets in order to eliminate the volume and toxicity of waste and materials and conserve and recover all resources. Implementing zero waste eliminates all discharges to land, water or air that may be a threat to planetary, human, animal or plant health.”

There are two types of salon/spa waste to consider; one is the type that leaves the building through trash collection and drain disposal, the other is waste from overuse of products including chemicals, paper products, etc. The following information will focus mostly on waste exiting the physical space through trash collection, but we'll touch on waste from overuse as well. When we consider all that goes into providing services in the salon and spa industry, creating a zero waste space becomes quite a challenge.

Where Did We Start? The Waste Audit:

The *Jonathan Kane Salon & Spa* is housed in a 2000 square foot free-standing building including a basement for easy waste collection. Our first step is in realizing the need to conduct a waste audit, knowing you cannot improve on that which is not measured. This is why the waste audit was an important first step toward creating a “Zero Waste” salon/spa. A four (4) week minimum time period was needed to give the business a fairly accurate benchmark in which to measure the type and amount of waste being generated. During this four week period of time the salon/spa owner discovered challenges and began to create improvements in waste reduction. This was also a good time to determine the amount of commitment and engagement that would be realized by staff and administrators. Mr. Kane led by example and beyond. Each Sunday he sifted through waste, making sure everything was segregated correctly and accounted for. The following table shows the results of the waste audit.

Jonathan Kane Salon & Spa Waste Audit Table:

Item	Cubic Feet	Disposal Recommendations
Cotton (Strips, pads, coils)	5	Sending sample to TerraCycle
Latex Gloves	3.5	Check local recycling center for acceptance, Compost: according to balloon council, latex is 100% biodegradable, *TerraCycle's WOW box
Plastic Bottles	13	Municipal Recycling
Bottle Caps	1	TerraCycle Beauty Brigade
Color Tubes	3.75	Check with color manufacturer for take back program, TerraCycle's WOW box
Color Caps	1	Check with color manufacturer for take back program, TerraCycle's WOW box
Color boxes	4.25	Municipal Recycling / repurpose into biz cards
Wax Strips	7	Sending sample to TerraCycle
Hair	4.75	TerraCycle's WOW box / garden use to get rid of pests
Paper	38.25	Municipal Recycling
Flattened Cardboard	10.5	Municipal Recycling
Lint	1.25	Municipal Recycling with paper
Magazines	2	Municipal Recycling / donate to hospital waiting rooms
Foils	8	TerraCycle Beauty Brigade
Dryer Sheets		Eliminated by using Dryer Bars
Chemical Challenges:		
Acetone		Considered hazardous waste, check with municipality
Barbicide		Considered hazardous waste, check with municipality
Food Waste:		
Coffee grounds		Compost
Tea bags		Compost
other organic waste		Compost

It's important to note that measurement must be consistent. Measure by weight OR volume, not both. Throughout this process, NAEFSS and JKSS have researched solutions to waste challenges through the manufacturers with whom they do business, while holding a continual dialog with *TerraCycle®, which has proven to play a vital role in finding solutions to JKSS's unique waste challenges.

Waste Audit Challenges:

As you can see from the Waste Audit Table, there were many challenges to discovering what to do with salon/spa waste. In some areas, recommendations were made; other areas are still under consideration. Future technology is always coming up with innovative ways to find solutions to the world's waste issues; we are confident solutions will be found and when they are, JKSS will be able to refer to their waste audit to achieve even higher levels of waste reduction!

As the waste audit progressed, JKSS found three main challenges: segregation, space and smell.

Segregation – many times employees found themselves wondering which trash goes where; this added confusion resulted in items automatically ending up in a default trash container. With time and continued commitment, purposeful segregation will become effortless.

Space – finding enough space to collect and separate waste for the audit can be an especially daunting task. Storage space wasn't an issue for Jonathan Kane Salon & Spa, as Mr. Kane was fortunate to have a basement in which to store and separate boxes of waste. Eventually, JKSS has to find a way to segregate waste efficiently in close proximity to work stations in order to yield the greatest rate of success. One option under consideration is to purchase compartmentalized plastic drawer systems that can be emptied each evening into a larger receptacle, and then rinsed, thereby eliminating the need to use plastic bags.

Smell – collection of certain waste from chemical services or food items gave off an unpleasant smell over time. Special attention was given to address this issue quickly so as not to take away from signature scents the business was known for.

The Next Step, Goal Setting:

The waste audit was a big step, and after completion Jonathan Kane Salon & Spa was left with a starting point. This is where Mr. Kane and his staff make determinations as to which recommendations will yield the greatest reduction of waste. Now is the time to set a goal, document progress and engage staff guests and the community and most of all, be transparent in your findings.

Jonathan Kane Salon & Spa has begun to implement the following strategies:

- Set up a Personal Care and Beauty Brigade through TerraCycle®. Cosmetics. Skin and hair care containers are collected, then shipped at no cost to TerraCycle for recycling. In turn, Jonathan Kane Salon & Spa earns points that will later benefit a charity of their choice. Because this is a free service, JKSS is also able to be the “Recycling Source” for its clients to bring in their old personal care containers, thereby reaching far beyond the salon’s physical space.
- Began a collection of color boxes to transform into business cards
- Purchased and installed two** XLERATOR® Hand dryers – which help JKSS save hundreds of dollars annually by eliminating the need for paper towels, 95% cost savings on average.

Future Strategies include:

- Setting 6 and 12 month goals for waste reduction
- Research setting a long term goal for Zero Waste by 2018
- Research cost effectiveness and feasibility of municipal trash and recycle pick-up from weekly to bi-monthly to monthly
- Research current wet goods manufacturer’s commitment to zero waste.
- Research TerraCycle ®’s WOW initiative, an option for recycling everything except hazardous waste material at a slight shipping expense to the owner

- Research existing color management systems to dispense and manage hair color thereby eliminating waste from overuse.
- Develop a marketing campaign to transparently report progress while encouraging others to follow.
- Publically share strategies and knowledge with other local businesses
- Continually stay in touch with NAEFSS, TerraCycle®, and municipal waste management to find new and innovative ways to reach their goals.

Conclusion:

This may sound cliché, but as with all things sustainable, “Zero Waste” may be more of a journey than a destination. Our industry is responsible for quite a large carbon footprint that will not shrink overnight. It will take consistent commitment and awareness to break old habits and consider the full lifecycle of all things purchased, used and disposed of.

Many Corporations in other countries have much stricter environmental demands on products found in the Market Stream. “Take back” programs and “cradle to grave” initiatives have driven governments to require manufacturing companies to take responsibility for the products they produce. The United States does not impose such strict requirements so companies abroad can produce less eco-friendly products to be sold in the states.

Conversely, in order for US Corporations to play in the global market they must meet requirements imposed by the corresponding government. This is the reason US companies are conforming to environmentally responsible guidelines, but not for products sold here. It is time to reach out to your product manufacturers and demand solutions to the waste stream challenges so that we can all demonstrate environmental responsibility.

What Next?

Don't let this be just some article you came across without giving it a second thought. Whether you are a salon/spa owner, wet goods or furnishing manufacturer or any other beauty industry professional, you can make a difference. Make "Zero Waste" a clear and obtainable objective in your workplace and your home. Employ innovative thinking to Reduce, Reuse and Recycle!

*TerraCycle® a company widely considered the world's leader in collection, and reuse of non-recyclable, post-consumer waste. Along with its 100% free recycling "Brigade®" programs, TerraCycle has launched a revolutionary new program called "Zero Waste Box". This will allow salons, manufacturers, salespeople and any home or individual to send in 100% of their waste including plastic wrappers from product deliveries, foil hair coloring tubes and even hair trimming. Interested participants will be able to purchase designated bags for a large number of waste streams to truly go "zero waste."

**XLERATOR® qualifies for LEED points is listed by GreenSpec and even has a cost calculator to help you pin-point your cost savings and the lowering of your impact on the environment.

For more information on Zero Waste and Sustainability consulting contact:

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