



Green Salon

Idea, methods, and results

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Omfattande certifierad 2011



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Idea of Green Salon
Methods and demands
Control
Education
Costs and revenues
Cooperation with business
Results and challenges

Why Green Salon?

Why certification?

Damaged hairdressers

Allergic customers

Growing concern

Greenwashing of products and information by

- Producers
- Organisations
- Government
- Hairdressers



Ideas of Green Salon

No harmful chemicals

Improve occupational health

Customers safety

Defeat the worst chemicals first, not all at once

Multible environmental issues, but chemicals are top priority

Trendy, modern, creative hairdressing

Profitable hair dressing businesses will push the change

Phasing out harmful chemicals

Priority:

1. Identify problem, use, methods and the users mind set
2. Select certain chemicals
3. Avoid chemicals
4. Minimize use of chemicals
5. Protection

First place: Avoid and substitute harmful chemicals

Do not start with protection

Demands - 1

Subjects of the Compulsory Criterias of Green Salon:

- Quality: apprenticeship
- The Green Salon Course
- Chemicals
- ECO-labelled servings, beverage, and detergents

Demands - 2

Voluntary Environmental efforts:

- Energy savings
- Renewable energy
- Waste separation
- Water savings
- Transportation
- Your own ideas

Methods - 1

Annual inspection:

- The Eight Compulsory Criterias of Green Salon
- Advices for further green development

Theoretical course

Practical course

Advices and consultancy for hair dressers

Producers: Evaluation of new products

Methods - 2

Green salons List of Banned Chemicals

The Positive List

The List of Accepted Products

The Negative List

www.groensalon.dk/side1

www.bricksite.com/greensalon

Inspection

Annual

With or without warning

New diploma

Discussion

Guidance

Inspiration

Check-up on knowledge

Education

Theoretical course on Green Salon

Purpose and demands of
Green Salon

Legislation

Lies and greenwashing

Protection

Chemicals and dangers

Practical course on green hair dyeing

Use of Natural and New
Generation colours

Cooperation with business

Advices on

- New product lines
- Development of new products
- Legislation



Costs and revenues

Inspection of 50 salons in
DK and Sweden: 100000
DKK

Administration: app 20000
DKK

Membership:
3000 DKK/year

Green Salon Course:
1600 DKK

Use of logo in
advertisements: appr. 7000
DKK/year

Results - 1

50 certified salons in DK, SF and S
40 semi-green salons in N

Creative

Prize winning

Growing Positive List

Cooperation with business

Low budget (350 €/year)



Results - 2

Lots of allergic customers consult Green Salons

**80 % of all hair dressers with allergy or asthma
can work in a Green Salon**

Challenges - 1

Idealistic and voluntary

- Hair dressers
- The Green Salon Team

Non-profit

Low budget

Not a professional organisation

Annual inspection of 50 salons in Sweden and DK

Far-away places

Salons

Challenges - 2

Many salons are operated by the owner

- Lack of time
- Lack of competent network for discussions

Many sales persons lie to the hair dressers on chemicals, legislation, and environment

Hair dressers believe the sales persons lies