

Eco warriors

Introducing brands and products with an environmental conscience

Choosing to partner with an eco-conscious product house is fundamental for raising your green desirability. And choosing natural or organic products means your salon will be green by default. "Natural and organic products use less pesticides and artificial fertilizers, which means the skin absorbs less toxins," says True Infinity's beauty director, Wendy Stallard. "This in turn means that less of these are washed away into our soils and water systems and therefore have a more positive impact on the environment."

However, with no legislation in place to clarify which products can claim the terms 'natural' or 'organic', it's important to research brands. Some stating to be either may only use a small amount of natural or organic ingredients. A good way of checking green credentials is looking out for a certified stamp. UK companies may carry the Soil Association logo and international might include Ecocert approval. However, some that aren't stamped can also be eco-friendly if they are free from certain chemicals such as parabens, phthalates, sodium lauryl sulphate and petro-chemicals.

The Salon has cherry-picked some of hair and beauty's most ethical companies to help you move over to the green side...

Aveda is a global leader in corporate environmental sustainability and has been for the past 30 years. Since its launch, the company's mission is to 'care for the world we live in' and does so by manufacturing botanical-based hair and beauty products in the most ethical way possible. The company also actively helps global communities, such as the Yawanawa tribe in Brazil who cultivate the uruku seeds used in its make-up range, to build economies. *Tel: 0870 034 2979 www.aveda.co.uk*

SpaRitual is committed to creating eco-friendly products for the hands, feet and body. The company adopts vegan ingredients from around the world, including many specially sourced and selected plant essences that are wild crafted or organic. It also focuses on sustainability and environmental awareness issues. *Tel: 0808 202 0855 www.sparitual.co.uk*

Green Hands is a British supplier created to provide consumers with environmentally responsible products for the hands and feet. Green Hands sells a selection of nailcare essentials from like-minded associations that have been extensively field-tested and promotes the use of organic, eco-friendly and fairly traded products. *Tel: 01568 612 426 www.greenhands.co.uk*

Herb UK manufactures professional hair products that maximise the use of gentle, natural ingredients while minimising the necessity of chemical additives. The company has a policy that strives to reduce its impact on the environment in all stages of its product development. *Tel: 01590 613 490 www.herbuk.com*

EasyDry provides disposable towels that can be recycled. The paper towels eliminate the need for washing and drying – slashing overhead costs by around 25 per cent and helping save energy. The



company has also just won the *Louth County Enterprise Award for Best Renewable and Environmental Business*.

Tel: 0845 300 7764

Barefoot Botanicals is a multi-range of face, body and hair care products made from natural oils and extracts in synergistic blends. All its products are 100 per cent plant origin derived and are free from GMOs, animal products and testing, synthetic perfumes, preservatives and colourings. *Tel: 0870 220 2273 www.barefoot-botanicals.com*

Suzanne Aux Bains is a French organic line of luxurious body products certified by Ecocert. Its formulations are made from the Mediterranean pharmacopoeia's natural ingredients and are free from parabens, phenoxyethanol, PEG, mineral oils, silicone, colorants or synthetic fragrances. None of its ingredients are of animal origin or tested on animals. *Tel: 01672 541 690 www.trueaffinity.co.uk*

Lava Shells is a revolutionary eco-friendly product from the South Pacific that offers all the benefits of a hot stone massage. The 100 per cent recycled Tiger Striped clam shells heat up internally using LavaGel – a self-heating blend of natural minerals and ingredients including algae and dried sea kelp that generate heat for one hour when blended with salt and water. *Tel: 01869 338 890 www.sharedbeautysecrets.co.uk*

Avea is a UK-based distribution house offering a catalogue of over 700 green products including skincare, nailcare, perfumes, hair styling and body care. The company supplies a number of organic brands such as Sante, Santaverde and La Clareé, which have been selected using strict criteria that insists on certification from a recognised board as well as an exemption of petro-chemical based ingredients. *Tel: 0800 027 1102 www.avea.co.uk*

Eminence Organics Skincare boasts a line of over 250 handmade skincare products with high fruit content that are chemical and additive free. The line is preserved with natural ingredients such as honey and salicylic acid derived from cabbage and wintergreen. Moreover, the company's offices are 100 per cent powered by solar and wind energy while its packaging is made from recycled materials. *Tel: 01527 834 904 www.theskinsmith.co.uk*

John Masters Organics skincare offers innovative face and body care formulations that adopt natural ingredients and sustainable technologies. All products have been developed with a focus on how raw materials are extracted and harvested as well as biodegradability. The line holds various global certifications including Ecocert. *Tel: 01874 610 667 www.johnmasters.co.uk*

