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# Spas Go Green

Spas and salons are adopting a slew of measures to be eco-friendly and sustainable even as they up the ante on the environment front

Words | Bindu Gopal Rao

**T**he beauty industry is undergoing an admirable transformation towards sustainability, as companies embrace natural preservation methods and eco-friendly packaging. This shift signifies a collective dedication to fostering a more sustainable future.

## Sensitivity Cues

In the dynamic realm of beauty where natural skincare and mineral makeup have claimed the spotlight, clients are going beyond salon transformations. Increasingly embracing a holistic approach that extends beyond the salon, permeating every facet of their daily lives.

## Myriad Ways

Spas and salons are becoming eco-friendly by adopting several kinds of strategies.

Spas and salons are shifting towards using organic and natural beauty products that are free from harmful chemicals and have minimal environmental impact. Many establishments prioritise cruelty-free and vegan products to avoid testing on animals and reduce their ecological footprint.





Installing water-efficient equipment such as low-flow faucets and showerheads helps minimize water wastage and implementing policies to reduce the frequency of towel and linen changes helps conserve water and reduce energy consumption associated with laundering are other ways. Upgrading to energy-efficient appliances and equipment, including hairdryers and other styling tools, helps decrease overall energy usage and this is also being adopted.

## Beauty Equation

Many beauty companies are taking steps to make their products eco-friendly. These initiatives were driven by increasing consumer awareness of environmental issues and a growing demand for sustainable and cruelty-free products.



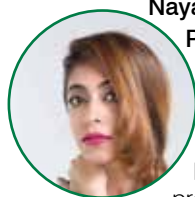
**Aankith Arora, Founder & CEO, Streamline Beauty India Pvt. Ltd.** says, "Beauty brands were focusing on reducing packaging waste by using recycled materials, implementing minimal packaging designs, and opting for refillable or reusable packaging. Companies were working to minimize their carbon footprint by implementing energy-efficient manufacturing processes, sourcing locally when possible, and using renewable energy." Beauty companies are now consciously exploring and



incorporating sustainable and ethically sourced ingredients, often organic or naturally derived, to reduce the environmental impact of their products. A significant number of beauty brands are pledging to be cruelty-free, and do not test their products on animals. Some brands are also developing vegan formulations, excluding animal-derived ingredients.

## Responsibility Matters

Some general beauty industry trends that are gaining momentum include clean beauty products, free from harmful ingredients, customised skincare and makeup formulations tailored to individual preferences and needs, the integration of technology in beauty products and services, such as AR for virtual try-ons, innovative and eco-friendly packaging solutions, such as biodegradable materials.



**Nayaah Bedi, Founder of Crack - Nails and Paws Salon** says, "We use energy-efficient lighting, heating, and cooling systems. Our stylists actively conserve water, turning it off when not in use. Most of our beauty products adhere to ethical standards, providing options free from animal testing and ingredients, with a focus on vegan alternatives. We encourage formaldehyde-free keratin treatments for safety and offer ammonia-free hair colour. Our pet grooming section exclusively utilizes vegan products for washing and grooming our furry friends. As a salon owner committed to eco-friendly practices, we align with sustainability trends, creating a space where beauty and environmental responsibility coexist."

## Setting Standards

To assist the industry in making the green switch, there are various standards that are used to guide spas and salons in implementing eco-friendly practices. "These standards help businesses demonstrate their commitment to environmental sustainability and provide consumers with assurance that they are supporting environmentally responsible establishments," says Arora.



Spas and salons are increasingly recognising the importance of adopting eco-friendly practices to minimize their environmental impact - from careful selection of products, featuring sulphate-free, phosphate-free, and paraben-free products, aspects like ammonia-free hair colour and minimizing water and energy consumption. This is just the beginning of a green spa journey where being eco-friendly will soon be the norm rather than an exception. **SS**