

# Main Street Goes Green

Learn. Green. Go.

## GREEN BUSINESS

### IMPLEMENTATION GUIDE FOR HAIR SALONS

Inspired by Nova Arts Salon's Sustainability Success



## INTRODUCTION

Sustainability isn't just a buzzword. It's a smart, forward-thinking strategy that can benefit your business, your customers, and the planet. Nova Arts Salon, a trailblazer in the beauty industry, proves that small businesses can reduce their environmental footprint, increase customer loyalty, and save on long-term costs through eco-conscious operations.

This guide will help you implement green strategies in your business, no matter your industry. By starting small and scaling thoughtfully, you can build a sustainable foundation that drives both impact and growth.



### STEP 1

## ASSESS AND SET CLEAR GOALS

Before making changes, take stock of your current operations. Identify areas with the greatest environmental impact:

- **Waste:** Are you generating a lot of trash, especially from single-use items?
- **Water:** Is your water usage high?
- **Energy:** Are lights or equipment running unnecessarily?
- **Products:** Are you using goods with toxic ingredients or unsustainable sourcing?

### Set SMART Goals

(Specific, Measurable, Achievable, Relevant, Time-bound)

*Example: Reduce water usage by 50% within 12 months.*



### STEP 2

## WASTE REDUCTION AND RECYCLING

### Start with a Recycling Program

Nova Arts partnered with Green Circle Salons, a company that helps salons recycle up to 95% of their waste including hair clippings, foils, color tubes, and excess dye. Businesses in other industries can find similar partners or work with local recycling programs.



### Action Steps:

- Research waste recycling services in your area.
- Identify what waste can be diverted (e.g., packaging, product containers, organic waste).
- Set up clearly labeled bins for different materials (paper, plastic, compost, etc.).
- Train staff and inform customers about the new system.

### Pro Tip: Start Small

Begin with one type of waste (e.g., plastic) and expand once systems are in place.



### STEP 3

## CONSERVE WATER

Salons are notoriously water-intensive, but Nova Arts made a 65% reduction by installing high-pressure, low-flow showerheads and adding a professional-grade filtration system.

### What You Can Do:

- Install low-flow faucets, toilets, or showerheads.
- Repair any leaks promptly.
- Use aerators to reduce flow without sacrificing pressure.
- Explore greywater reuse systems where allowed.

### Industry Example:

- **Cafes/Restaurants:** Use eco-friendly dishwashers and limit pre-rinsing with high-pressure sprayers.
- **Offices/Retail:** Encourage water conservation in staff kitchens and bathrooms.



### STEP 4

## IMPROVE ENERGY EFFICIENCY

Nova Arts used motion-sensor LED lighting to reduce electricity use, especially in less-trafficked areas.

### Quick Wins for Any Business:

- Replace all incandescent or fluorescent bulbs with LEDs.
- Install motion sensors or timers in restrooms, storage rooms, and break areas.
- Unplug or shut down equipment overnight.
- Use smart thermostats to optimize heating and cooling.



### STEP 5

## SWITCH TO SUSTAINABLE PRODUCTS

Nova Arts replaced traditional beauty products with clean, organic alternatives free of harmful chemicals. This not only supported the environment but attracted health-conscious customers.

### How to Source Better Products:

- Look for third-party certifications (e.g., USDA Organic, Fair Trade, FSC, Green Seal).
- Avoid products with parabens, phthalates, or excessive plastic packaging.
- Support local or small-batch suppliers with sustainable practices.



Product Swap Ideas:

Traditional Product	Sustainable Alternative
Plastic bags	Reusable or compostable packaging
Chemical cleaning products	Plant-based or biodegradable options
Bulk packaging	Refill stations or minimal packaging



STEP 6

EDUCATE AND ENGAGE  
STAFF & CLIENTS

Nova Arts emphasized education through social media, their website, and in-salon conversations. This not only built trust but made everyone part of the mission.

Tips:

- Hold short sustainability training sessions for staff.
- Use signage or digital screens to share your green goals.
- Create a dedicated webpage explaining your initiatives.
- Offer incentives for customers who support the mission (e.g., discounts for bringing reusable bags or containers).



STEP 7

MONITOR PROGRESS AND  
CELEBRATE WINS

Track your metrics: pounds of waste diverted, gallons of water saved, customer engagement, product sales. Use these to refine your approach.

Ideas for Recognition:

- Share milestones on social media.
- Create a Sustainability Wall in-store or online.
- Submit your business for green certifications (e.g., B Corp, Green Business Bureau).

Summary: Implementation Checklist

Action	Completed
Conduct sustainability audit	<input type="checkbox"/>
Set SMART goals	<input type="checkbox"/>
Launch recycling program	<input type="checkbox"/>
Install water-saving devices	<input type="checkbox"/>
Upgrade to energy-efficient lighting	<input type="checkbox"/>
Switch to eco-friendly products	<input type="checkbox"/>
Train staff on sustainability practices	<input type="checkbox"/>
Inform and engage customers	<input type="checkbox"/>
Track and celebrate progress	<input type="checkbox"/>

FINAL WORDS: START SMALL, GROW BIG

Nova Arts Salon didn't change overnight. They started with a recycling initiative and gradually expanded their efforts. As its founder Sal Salcedo says, "Once people understood why we were doing it, they got on board." With the right mindset and steps, your business can be a local leader in sustainability and reap the rewards that come with it.

