

Web exclusive



### **Eco-beauty insiders share their thoughts and tips on the green movement.**

by Karie L. Frost

A collective cry is growing in fervency. It's the sound of the green movement, and it's more than a passing trend. As part of the beauty industry—an industry that contributes to pollution daily—you're positioned to lend your voice. Greening-up your salon, recycling at home, passing on eco-tips to clients—every proactive task you undertake lends resonance to this call.

For beauty manufacturers with a true (read: non-exploitive) green bent, standing out amongst those who simply want to capitalize on the organic/natural wave has proved difficult—but worth the battle. These same eco-beauty innovators share their insight to encourage you to join in on the movement, and elevate this cry to an unavoidable roar.

#### **What does it mean to be green?**

**Laurent D., creator of Privé and Concept Vert-** To me, being green involves the small steps it takes to do your part to help the planet. I look to be a leader for other stylists in this industry by practicing what I preach. Launching an eco-friendly line has been a challenging task, but if my clientele reciprocates by bringing back the Concept Vert bottles to be refilled and doing their part as well, I will look at the launch as a success.

#### **Why is going organic/green/natural important for the beauty sector and beyond?**

**Laurent D.** If one industry can help in the smallest way, then we're on the right path to a better environment. Unfortunately, the beauty/hair industry is one of the worst industries for the environment. With other industries, people can cut back on or stop altogether certain aspects that are harmful to the environment. But people won't stop bleaching or dying hair, or using electric hairstyling tools.

#### **How do you see the green movement evolving in salons/spas?**

**Laurent D.** My dream for the green movement in the beauty industry is for salons to start offering Electric-Free Days, which would require salons nationwide to offer cuts and styling without the use of electricity. I would ideally like to launch my first Electric-Free Day in the next year. While this may seem like a daunting task to some salons, it *is* feasible. Imagine the impact this could have on the environment?

#### **If you could lend one tip to our readers to "green" their lifestyle, what would it be?**

**Laurent D.** The one tip I can offer is to do your part no matter how big or how small! Whether it's unplugging your cell phone charger after your cell is charged, unplugging your coffeemaker, or switching to eco-friendly products, the little things we do now will make a difference in the long run.