

Outloud | PERSPECTIVES

WHERE THE PROFESSIONAL SALON INDUSTRY SPEAKS UP

In these eco-conscious days, going green is smart business, but getting the word out can be a challenge. Representing three different segments of the industry, **Edwin Neill**, **Joni Estrada** and **Brooke Carlson** share their perspectives on:

How do you communicate your green initiatives to customers and staff?



Edwin Neill

President
Neill Corporation
Hammond, Louisiana

"AT NEILL CORPORATION we have created tools, such as a sustainability scoring system and a carbon neutral planning guide, to empower our decision makers to make mission-aligned choices. We also circulate quarterly reports for internal education and provide video documentation to make the material accessible. The videos play in salons and during education at the Aveda Institutes. We host workshops to educate our employees and create time for discussions. We have also tried to bring awareness into the wider industry by hosting carbon neutral events, such as Offspring Miami Jam and Serious Business. During these events, we provide education and opportunities for attendees to offset their own carbon footprint—which will hopefully encourage them to continue their efforts and encourage others."



Joni Estrada

Salon Director/Owner
Elements Salon
Wichita, Kansas

"AS AN AVEDA CONCEPT SALON, our staff is continually educated on Aveda's commitment to environmental leadership, responsibility and the part our salon plays in supporting this commitment. We have found the best way to put it into the conversation is to post "mirror-talkers," that showcase the products we use and where the ingredients come from. We also make guests aware of any special in-salon programs or community involvement. One program we offer is "Reduce, Reuse, Recycle," which allows our guests to bring in an empty product bottle and receive a new one for 20-percent off. This year our annual fashion show raised funds to protect America's water. The event will showcase our team's fashion creations designed from recycled salon products and other eco-friendly materials."



Brooke Carlson

GM & Vice President
Rusk
Stamford, Connecticut

"GOING GREEN really is a way of life for everyone nowadays, in homes and salons. Our strategy for getting out the 'green' word is viral. We have utilized online venues and contests on Facebook. This spreads the message about our efforts as a company. We have also put a huge focus on training for implementing green salons. We know a salon cannot be totally green in a day, but using energy-saving tools such as our new Go Green appliances is a step in the right direction."

Do you have a hot topic on which you'd love to see different perspectives from the industry? Send it to Stacey Soble at ssoble@vancepublishing.com and we'll get the dialogue started.