



Having created a niche position for itself in a fiercely competitive local market, Élan Hair Design has worked tirelessly to improve upon its position as 'the UK's most eco-friendly hair salon.'

Key to this innovative approach has been a commitment to incorporate almost every conceivable environmentally-friendly initiative — as demonstrated by a major 'green' refurbishment of its Inverurie town centre salon, completed in 2012.

The ongoing project includes the use of recyclable materials; PV panels to generate electricity and solar thermal panels to provide energy for hot water; LED lighting that uses 80% less electricity; and, an air-source heat pump, saving 80% on heating costs.

The salon understandably uses large volumes of water but thanks to the installation of a new basin system, water consumption has fallen by 64%.

Élan has also made substantial reductions in its carbon emissions and the amount of waste it sends to landfill. This includes sending customers' hair clippings, along with other biodegradable waste, to be spread as compost on local farmers' fields.

The business, established more than 40 years ago, is led by Lorna and Gordon Milton along with their daughters Lanice and Lauren. Lorna Milton, owner and director of Élan Hair Design, said: "We made the decision to imple

ment the new ecoback of customer they wanted a gree service.

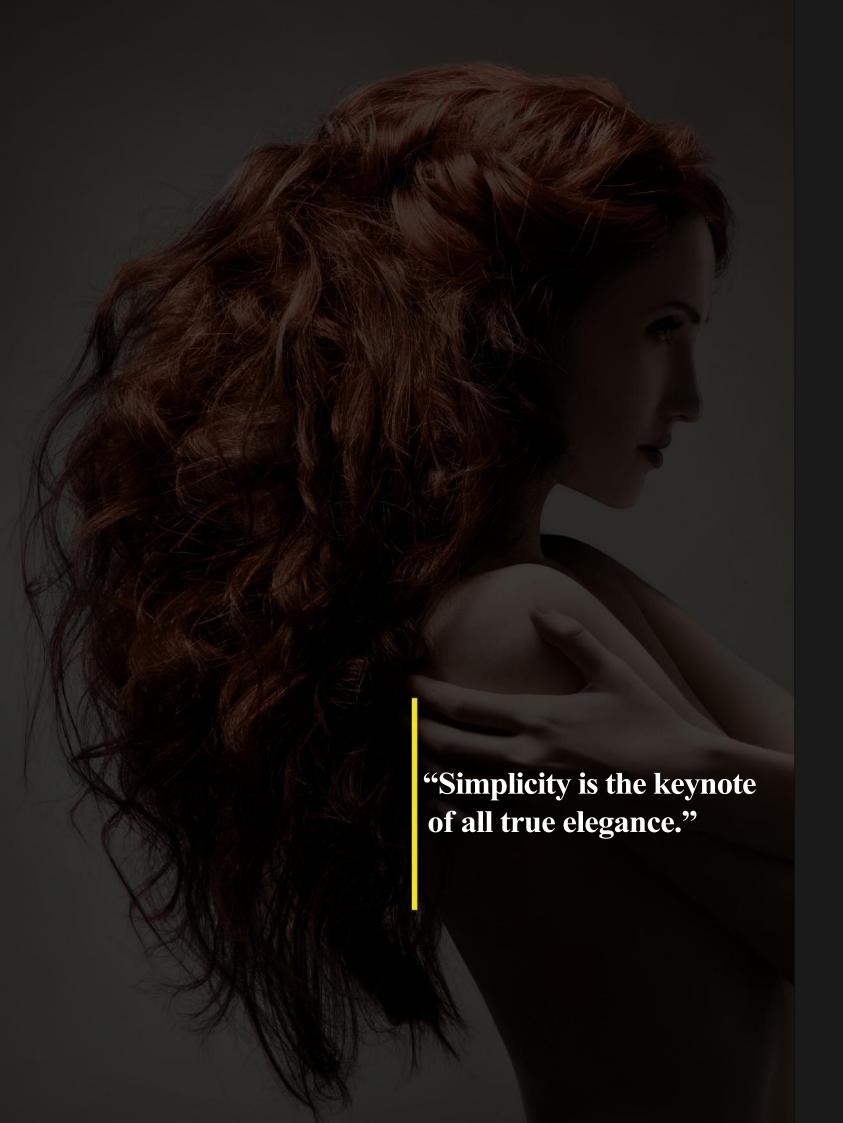
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HAIRDRESSING HEROES

In the long term I hope my research will influence ESD developments

SUSTAINABILITY AND HAIRDRESSING HEROES

Education for Sustainable Development (ESD) is about using education to highlight and address environmental issues such as climate change, population growth, the use of finite resources and social inequality. The Sustainability in the Creative Industries European College project is an example of ESD practice whereby the College partners share knowledge and experience to promote sustainability. At Fife College, one of the exercises to promote sustainability in the hairdressing curriculum has been by using the Hairdressing He-roes workbook. The workbook started as a work placement project with Dumfries and Galloway College as part of my MSc in Carbon Management. As a result of this work I am now the Sustainable Development Adviser in the College and a Project Consultant with the Environmental Association of Universities and Colleges. In both roles I aim to promote sustainability in the curriculum across College education in Scotland. I believe there is no area of the curriculum where ESD cannot be incorporated, however work is required to ensure staff have the knowledge and confidence to engage effectively with ESD. Care also needs to be taken to avoid extra pressure on an already overstretched curriculum so that links can be made to existing course provision to incorporate ESD.

Through this work I met Christine Laing from Fife College and realised she shared my passion in addressing sustainability issues through education. To help achieve this Christine is determined to build a 'green salon' in the College as a valuable teaching resource for hairdressing students. We decided to work together and Christine asked if I would meet with the Hairdressing students to show them links bet-ween environmental issues and hairdressing practices and also possible solutions to reducing the environmental impacts of hairdressing. Leading on from this, the students are now working with the Hairdressing Heroes workbook to further their sustainability understanding. This Hairdressing Heroes workbook is designed to be used either directly by students, or by staff to assist them in embedding sustainability within their course delivery. The workbook aims to link sustainability with current hairdressing teaching and practice, where appropriate, but it also addresses other areas of our lives that raise sustainability issues. The workbook also utilises core skills teaching wherever possible, by using activities that incorporate literacy, numeracy and IT skills. These activities can also strengthen employability skills by identifying financial savings by changing hairdressing practices.

I was thrilled when Christine asked me if I would present Hairdressing Heroes at the Sustainability in the Creative Industries event in May 2013 atFifeCollegeasitgavemeachancetomeetstaffandstudentsfrom the other European partner Colleges. This project is invaluable in sharing experiences as there is always something we can learn from each other to enhance teaching practices and sharing sustainability knowledge is a positive step towards addressing environmental concerns. The Hairdressing Heroes workbook is now being improved through feedback from staff and students by research being conducted in a number of Colleges in Scotland, including Fife College. As the European partners Colleges have also requested access to the workbook this could provide another means of testing the effectiveness of the workbook to incorporate sustainability into hairdressing teaching.

Work is now underway to produce sustainability workbooks for other areas of the curriculum and the existing workbooks have also been adapted into online learning resources. The first workbook in the series, Introduction to Sustainability, has also been formally accredited by the Scottish Qualification and Credit Framework. All of this work is taking place at Dumfries and Galloway College; however the feedback received from other Colleges in Scotland and also from the European partner Colleges in the Sustainability in the Creative Industries project, will all help to inform future developments in embedding sustainability into the curriculum.

Being part of the European project has given me an opportunity to discuss my ESD work with Colleges I would never have had access to, which I know will prove invaluable to my research. In the long term I hope my research will influence ESD developments in Scottish College education and if this can be shared with other European Colleges through projects such as this then even better. Meanwhile, in the short term, I will assist Christine in any way possible to realise her vision of a 'green' hairdressing salon in the College. The 'green' salon could provide an example of best practice of incorporating sustainability into hairdressing teaching to be shared with Colleges across Scotland.





Kathja, why did you decide to move to Arhus and become a hairdresser? I've always been interested in the beauty business but I didn't want to compromise nature, myself and the environment. I have astma, and couldn't subject myself to work in a traditional solon. There's a high percentage of work related injuries in the ordinary salons. Things like astma, rashes and headaches are just some of the big problems in this industry. So I thought that there must exist other options. I did a little bit of research and found out that green salons existed. I thought Århus was the best place for me because of the big city vibe and a lot of possibilities. I applied for an apprenticeship at haarfein, and was lucky enough to

How come you chose haarfein?

get it, I was really happy with that.

The reason is that there weren't that many green salons in Jutland, and at the time there were only 5 in Copenhagen. Besides that Århus is close to my hometown, and I think that the salon looked very appealing and there was a relaxed atmosphere. I've been very pleased with my choice and I couldn't imagine being any other places.

What are the advantages of working in a green salon?

Straight away when you step into the salon and take a deep breath, you feel the how clean and free of chemicals the air is. For me it's an advantage to work

in this environment, precisely because that I don't inhale the toxic fumes and my skin is not exposed to dangerous chemicals. Personally, I think that I've become much more conscience about the green choice and it has rubbed off on my private life and my lifestyle in gene-ral. I've become much more focused on organic food and I try to do something for environment wherever I can.

What are the advantages, as a customer, to choose a green salon?

As a customer in a green salon, you're sure that dying your hair isn't environmentally harmful or in any shape or form is damaging to you or the hairdresser. You won't be exposed to endocrine disruption chemicals such as parabens. You won't be exposed to chemicals such as silicone, EDTA and a long line of other harmful chemicals, which are used in conventional products.

What does a salon have to do to in order to become a green salon?

There are many rules to follow for a green salon. These are rules but in place by the EPA and the energy agency. Both with regards to coworker; they have to use gloves in all situations to prevent work related injuries. There are also rules for the room and equipment; cleaning equipment has to have the Nordic Eco Label, paint and equipment should be as environmentally friendly as possible. For example FSC-marked wood and towels

made from organic cotton. Nothings left to chance, everything is environmentally correct and approved by the EPA.

What about you products? Are there any special products you use?

"In Denmark it is the Danish EPA who tests new products. Therefore in our salon we always have to keep ourselves updated, and choose our products carefully. As the development is increasing the market for green products has become bigger and bigger the last 5 years. As the growth is right now, the supply and demand will become bigger."

How do you hope your future looks in the business?

I hope to take the next step, like bonnie did when she switched from environmentally friendly to green. I hope I can help to change the business and make a difference in green salons and affect how people perceive the beauty industry. Once the consumers mindset is on the right path, the producers and distributors will follow. As the tendency is at the moment, we're on the right path, but the world needs more green initiatives and I hope I can contribute.

The sunny spot is disappearing and the cup is just about empty. I get up and thank Kathja for the hospitality.

For more information visit: <u>groensalon.dk</u> forbrugerkemi.dk

What does it require to

- The manager has knowledge of chemistry and health of products. The manager has participated in the Green Salon Course about chemistry and health and safety in the hairdressing industry.
- 2. The owner/manager of the salon and the employees all have the 4-year hairdressing programme.
 This does not apply to interns.
- the customer is always ask whether he/she is allergic any particular substances.

This also includes products for

tention on allergies and hypersensitivity. Prior to a treatment

5. Bleaching of hair can't get in contact with the scalp

6. Cleaning is done with eco-

- 7. If the salon does any kind of serving, the goods has the
- 8. The owner/manager has to instruct the employees in the meaning of Green Salon, and hand out the Green Salon-fol-

Source: www.energitjenesten.

Facts about green salons

TURAL COSMETICS AND PER

The craftsmanship of natural cosmetics is a way to prepare and condition your skin avoiding the use of chemicals, and therefore create your own custom natural cosmetic and personal care products. Getting the necessary ingredients for homemade formulas is easy. These are a few examples of what can be done.

SUGAR AND HONEY SCRUB

It is a natural exfoliant suitable for all skin types, very easy to make and very economical. It is advisable to use it in the shower, there is no need to apply moisturizer and it leaves the skin clean and moisturized.

PRODUCTS NEEDED Brown Sugar 20 gr Distilled water 20 gr.

Weigh honey preferably in a glass

Measure the water into a beaker. Add the water on honey.

Weigh the sugar and add to the mixture. Shake well and homogenize the mixture using a glass rod.

place in a suitable container, preferably

We need to label it, indicating the name of the product and date of manufacture. Just keep in mind that as it has no added preservatives, it should be used as soon as possible.

YOGURT MASK

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Yogurt cleans, disinfects and softens the pores, and together with sunflower seed and argan oil provides softness while revitalizing the face. It is advisable to be natural nonfat yogurt, and organic if possible.

12 gr. PRODUCTS NEEDED 88 gr. 5 drops. Sunflower seed oil Argan oil

Weigh sunflower oil ant add it to yogurt. PREPARATION Add the drops of essential argan oil. Place in a container suitable for use and Mix well with a glass rod. store in a glass container labeling it with the name of cosmetic and date of manufacture.

By Francisco Padilla Marin Hairdresser and teacher from IES El Palo (M·laga)



AU DE TOILETTE

A great way to choose a fragrance is to elaborate it yourself, this way you will have the possibility to create a personalized scent. The preparation is simple but it can unleash your imagination and creativity. It is very important that essential oils are 100% pure and organic. There is a great variety of scents to choose from such as: Lavender, bergamot, rose, jasmine, orange blossom, sandalwood, cedar, orange, geranium, chamomile, patchouli, frankincense, lemon, mandarin, grapefruit, rosemary...

85 ml.

15 ml.

PRODUCTS NEEDED Alcohol 96% Distilled water Essential oil

PREPARATION

Measure water and alcohol and mixed in a glass. Heat up the mixture in a double boiler (bain-marie)

homogeneous and faster to take the essence. Measure the essential oil in a test tube.

Let the mixture cool down and then add the extract so that it does not evaporate with the heat. The mixture will be initially cloudy but after agitation it will become clear.

Filter the mixture through a paper coffee filter.

Label conveniently with the name of the substance and preparation day.

History of Jan *Prodice of the state of the

A TEAM WITH AMBITION

We are a team of "crazy" people who love to have fun, and who really want to do things differently! We like to do things very differently ... The man behind the Hair Team Company Ltd. is Jan Plaugborg Eskildsen from Aarhus. He has previously worked as a hairdresser, and has been in the hairdressing industry for many years. The idea of a product line without harmful substances is based on personal experiences.

Three years ago, Jan Eskildsen decided to start a family, which turned out not to be as easy as first thought. His sperm quality was extremely low - A problem that has become increasingly common in recent years, in line with the fact that more harmful and undesirable substances has found its way into our everyday lives. "I was quite shocked and my research in this area began" says Jan P. Eskildsen

It was both surprising and disappointing results, he found. In addition to the general problems concerning allergies and endocrine disruptors, which have long been linked with the ingredients of modern products, he also became aware of the fact that hairdressers have an increased risk of bladder cancer and other cancers. The above facts, combined with redundancy due to cost reduction, motivated Jan to try to make products that do not contain harmful and undesirable substances and which do not provide large environmental impact and pollution.

The basic idea was to make hair products for animals, for hairdressers and their clients. All products should carry the Nordic Eco-label, so animal lovers, hairdressers and consumers could make a safe choice in the giant jungle of products. The Nordic Eco-label provides the documentation for the absence of harmful substances in our products, which secures a safe environment for people as well as animals.

THE FOUR GOALS WE SET UP WERE:

- » Products must perform (i.e. they live up to the promises and work as intended!)
- » Products must be Nordic Eco-labeled
- » Incorporate sustainability and environmentally friendly packaging.



» Products must contain as many certified organic ingredients as possible, without compromising the efficacy of the products

VISION

Our vision is to ensure a professional product choice for people and animals without »stuff, dirt and junk," so you, your pets and all people, now and in the future will not be affected by adverse substances that can give you, your pets, your children and family health injuries and illnesses for life. Hard words - Yes, but it is facts! With our skills, professional experience, professional networks sparring and very large commitment, we create intelligent products with a trustworthy performance. Sustainability should be incorporated in packaging as well as in products. We aim to reduce carbon footprint in our production methods and in our use of equipment. Hopefully sustainability will extend to other areas in the future. We constantly follow the research and development in the market, and we adapt and constantly develop new products without »stuff, dirt and junk." Innovation and thinking in different ways" are the main competencies of Hair Team Company.

MANTRA

Our aim is to do the best we can for you and all other people in the world, and try to make a difference!

- Jan P. Eskildsen





The manager told
 me that working
 with gloves was
 something whiners
 and weak people did

aerosols, antihistaminic, cortisone... although later it turned out that I'm also allergic to antihistamines. Anyway, usually at the end of the weekends I felt better thanks to the cortisone and on Mondays I got back to work, until Tuesday February 12th. That day I could no longer bear it."

'Had you experienced those symptoms before?'

"During the last four years the symptoms started to appear, but I always thought they came from bronchitis that I attributed to my smoking habit. It has been five months since I gave up smoking. Before that I started to experience the typical problems of a hairdresser: contact dermatitis (kind of eczema), rhinitis (inflammation in the nasal area), tearing and throat clearing, so I paid no specific attention to it."

'Did you suspect that your respiratory problems had something to do with your job?'

"Never! At the age of 18 I started working in a very prestigious hairdresser's salon in Malaga. The manager told me that working with gloves was something whiners and weak people did. As we admired him as a professional, it made us (my former colleagues and I) reject the adoption of protective measures, which at least could have protected us against contact, but not against inhalation. In addition, our community at that time had a low awareness on the toxicity of the components found in the cosmetic products used in hairdressing, so I never thought about the possibility of being poisoned at work."

Now you are aware of your problem. Can you tell us something about the diagnosis, the causes and the duration of the illness? Is there a cure?

At this point she takes a four-page document out of her bag. It explains the diagnosis and includes a never-ending list of the food and substances she is allergic to. In addition she grabs a white allergy mask she leaves on the table. We ask her if she always carries all those things with her and she nods.

"Due to the continuous exposition to different toxins, I have developed multiple allergies. All these elements are in the composition of the cosmetics used in hairdressing: hairsprays, solvents, dyes, nail polishes, shampoos, liquids for permanent waves etc.

The doctor told me that I have an allergy with the most serious symptoms he has ever seen, and there is no cure for it. Most of the elements I am allergic to are not just used in cosmetic products, but also in plastics, air fresheners, coolants, rubbers, food colourings and preservatives, pesticides. They are even found in some natural products like dairy products."

'So, what do you eat?'

"Eating the right food has become a bit of a problem for me. I lost eight kilos in three months because I had to cut out on many products. I turned to ecologically grown ingredients. I had to cut out on so many different things that, to prevent losing more weight, I decided to mix the 'allowed' with 'forbidden' ingredients and whenever I feel the symptoms, I stop eating it.

Getting rid of every 'forbidden' food I like, to me would be the same as not going out anymore, not meeting people, not going to a supermarket. In other words: stop living."

'Basically your life has suffered a great change, right?'

"My life has changed dramatically. Things that previously were never issues, are now vital to me. I'm afraid of going out into an enclosed place because I might get an allergic crisis caused by cleaning products used there or by the perfume somebody is wearing. Afraid of eating out or going to a shopping mall. Not to mention the fear I have now for my favourite hobby: travelling. In my present condition, how can I even think of getting on a plane?

Sometimes going to a restaurant to meet friends gives me breathing difficulties because of the air at the place. The same thing goes for a (public) toilet. Even wearing my protective mask doesn't stop all the toxins. Afterwards, I always need to recover a few days using medication.

In the last few years, a number of blood tests were taken on my values. These scores were always very high due to the toxins I had been exposed to and the food that I couldn't eat. I had a test a couple of weeks ago and the values have improved considerably due to drastically reduction of exposure to toxins and toxic food. I don't breathe hair dyes or hair spray. I am not using any type of make up, cleaning stuff or personal hygiene stuff that is not natural.

At the moment, the neurologist is examining my blurred sight and disorientation I experience sometimes. It might very well be caused by the toxins I have been exposed to."

'Have you been given a definite answer that your condition is caused by working as a hairdressing teacher?'

"The doctor says it't very likely I got the condition through doing my work. A normal hairdresser handles two, maybe three customers a day. As a teacher you supervise 20 to 25 students who are using all sorts of hair spray and dyes at the same time, so the concentration of the toxins is really high. Maybe I am particularly sensitive to them, but you tend to think there should have been more protection measures, such as proper ventilation and extraction of contaminated air, compulsory use of masks, fewer students per group and so on.

On the other hand, in hair salons, the concentration of toxins is lower but the exposition to it higher. As a result, these protection measures should be applied in all of them."

'Now about protection measures, have you ever received information or training about health & safety?'

"Never. Not as a student, nor as a teacher. Even though we all know there are official bodies whose job it is to promote the protection from work hazards.

I did my hairdressing work practice in one of the best hair salons in Malaga. At the start I only washed people's hair, 40 to 50 times a day, my hands would bleed. The salon owner praised me for taking 'so much suffering' and told me I would become a great professional. Being proud, I never thought of the need to use protective measures such as wearing gloves. Nowadays, the situation has changed considerably but there is still a long way to go."

'These last months must have been hard. How do you feel right now?'

Silence. She can't speak. Her eyes are full of tears and she looks away trying to control her emotions, the suffering and frustration she feels. I suppose just at that very moment everything comes to mind. Her moments of anxiety and distress. Fears she has been fighting against all this time. The puzzled look coming from her 17-year-old son, who has become an innocent victim of his mother's condition. I tell her not to worry, we will proceed to the next question.

'Do you know other hairdressers showing any of the symptoms you had at the beginning?'

"Yes, there are three of my colleagues who show similar symptoms: itchy nose, watery eyes, nasal congestion, face and eyes swelling and throat clearing."

'Why are health problems becoming more common among Hair and Beauty professionals?'

We live in a developed world where everything around us contains toxic chemicals: Food products are full of preservatives and pesticides as well as care products and cosmetics such as deodorants, gels; clothes, their composition and the use of dyes;

At the start I only
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14

I have seen customers <... with burns right after their first application of hair colouring

is treated with chlorine and other disinfectants.

We are being overexposed to toxic chemicals we have supposedly created to improve our quality of life, but in the end they are seriously damaging our health as our body is not capable of defending itself against those attacks.

In hair products I have seen customers with burns right after their first application of hair colouring.

We are suffering a recession and many companies lower the prices and there are no guarantees concerning the quality of their products. Quality controls should be maximized in the cosmetics and food industry. The Spanish laws should be more demanding on giving information on the use of chemical ingredients and training on protective measures. There are substances in cosmetics hairdressing that are prohibited in some European countries but they are permitted in Spain. We as teachers must inform our students. We must apply the personal protection measures and choose more environmentally-friendly cosmetics."

'In August 2012 our school started a European funded project on trying to find innovative ways of communicating the ideas of sustainability with possible new suggestions for green activities, also for the hair & beauty sector. Since the start of the project you showed a great enthusiasm and you have been very active in the (re)search for materials. You also attended the first project meeting in Denmark, last September. How did you experience taking part in this so called 'Leonardo project'?"

"I think it is very interesting and important. We are promoting researches on the ingredients and elements added to cosmetic products, looking for less dangerous alternatives, analyzing sustainable energy sources and how they can be used in a beauty salon. We try to compare and learn from other European countries that are much better equipped than us even at this present day. This should have the maximum of publicity amongst our students, in other schools and amongst professionals in hair & beauty to create awareness and slowly change and reduce the use

can change. It's just a matter of time. In way, this project can help avoid situations like mine."

'Talking from your experience as a professional in the field of hairdressing, what would you highlight as the milestone of it?'

"I think that most important is to be honest with what you do. You can improve your health and environment. Protect yourself and be aware of the products you work with. Know its effects, the way you use it and how to reduce the damaging effects for the professional, the client and the environment. Due to lack of information at the time, I used only gloves, but left out all the others. Now I regret the mistakes committed, but it is crucial to recognize it since my case (and of others) will help the change. In Spain we do not have an environmental awareness and we place the results before the environment. However, in Europe, things are changing and the number of consumers which demand more ecological cosmetics and services is increasing."

'What is your situation nowadays and will you ever be able to work again?'

"I have been on sick leave for four months now. At first thought my symptoms would be temporary, but as the doctor discovered what I suffer from and the effects these product have on me, I had to face it: all cosmetics are harmful to me. have always enjoyed my job. But at this moment my health doe not allow me to take decisions about my future. My whole lift has changed and I still have to get used to it. I wish I could work again, but physically it is impossible. I cannot even go into a salon to have my hair cut because I choke. How could I work there? But I would like to get involved with hairdressers and teachers associations to help them with my testimony, and make them aware of the health problems this job can cause, but also to inform, so that the future of professionals and the environment is safer than it is now.

And by doing this, I could continue developing my teaching vocation"



