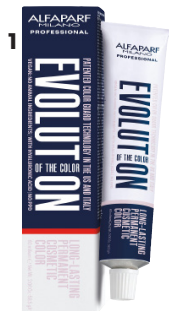


IT'S EASY BEING GREEN

With an increasing number of brands championing sustainable practices, being green has never been easier



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1 **ALFAPARF Milano Professional** Evolution of the Color features a QR code on the pack to limit overall paper consumption, plus the new quick-rinse formula means less water is used during the colour application.



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2 Made from 93% naturally derived ingredients, **Bumble and bumble's** Seaweed Shampoo has been responsibly packaged with 100% recycled materials.
RRP: £29



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3 **Crazy Color's** new Colour Remover Wipes are fully biodegradable, and the packaging is fully recyclable – plus they are gluten free, vegan and PETA approved.
Trade price: £3.96



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4 **Davines' WE STAND/For Regeneration** Hair & Body Wash Bar is made from a 99.7% biodegradable formula, while its active ingredient, white yarrow extract, is grown right next to the Davines Village Headquarters.



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5 **DAVROE's** Scalp Remedy range features natural actives to ensure the formulations are sensitive to clients and the environment.
RRP from: £23.95



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6 **AUTHENTIC BEAUTY CONCEPT's** new hair treatment, Beauty Potion, utilises a blend of vegan superfood keratin alternatives to penetrate deep into each hair strand.

7 **evo's** in-salon treatment range, top drop, is packaged in glass bottles with aluminium lids that can be infinitely recycled.

8 **Goldwell Topchic Zero** is an ammonia-free permanent colour that is safe for the drain, with formulas up to 98% biodegradable.
Trade price from: £12.55

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9 Retail-size shampoos and conditioners in the **JOICO** Inner Joi range are bottled in 95% recovered, recycled ocean-bound plastic.

10 The Water Saver is **L'Oréal Professionnel's** first showerhead leveraging patented water fragmentation technology to reduce water flow at the backwash by up to 69%.

Trade price: £115

11 **Maria Nila's** Booster Masques are packaged in tubes made out of 100% recycled PCR aluminium, with caps made out of 100% recycled plastic.

12 **Elgon's** Get the Color is a permanent professional colouring cream that uses fermented citrus extract to ensure zero waste while giving softness and shine.

Trade price: £6.50+VAT

13 **Paul Mitchell's** new Clean Beauty Color Protect range utilises recycled materials to minimise environmental impact.
RRP from: £24.60

14 **Revlon Professional's** Eksperience range is packaged in bottles made of 80% post-recycled-plastic.
RRP from: £22.80

15 **Four Reasons' Ultra Moisture** Treatment is manufactured in Finland with 100% renewable wind power and is packaged in a sugarcane-based bioplastic.

16 **Recycle My Salon** is a scheme from the **Hairdressing and Beauty Suppliers Association** which enables salons to recycle aluminium waste, such as aerosols and foils – even if it's covered in colour.



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