# GREEN SALON IMPACT TOUR
# NEW YORK CLIMATE WEEK 2026
# WHO ARE YOU SUSTAINABLE FOR?

PIVOT POINT RESEARCH | Green Beauty Community | CLIMATE WEEK NYC CLIMATE GROUP

amika: PAUL MITCHELL greencircle SALONS INNERSENSE ORGANIC BEAUTY SUSTAIN BEAUTY CO ULTA BEAUTY

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# A First-of-Its-Kind Gathering for Professional Beauty




Photography: Tamara Catania

During Climate Week NYC, the Green Beauty Community brought together leaders from across professional beauty and the larger sustainability community to move the sustainability conversation from individual efforts toward shared industry action. The event created a space where students, stylists, brands, salons, educators, sustainability organizations and other stakeholders could learn from one another, review assumptions and identify practical ways to accelerate progress.

The premise was simple: Sustainability challenges are larger than any one company or organization can address. Progress depends on collaboration, clearer information, practical action and a community willing to share what is working—and what still needs work.

Following the Green Salon Impact Tour's regional events in Anaheim, Detroit, Phoenix/Mesa and Myrtle Beach, this Climate Week NYC gathering brought the wider professional beauty and sustainability community together to share learning and explore collective action.

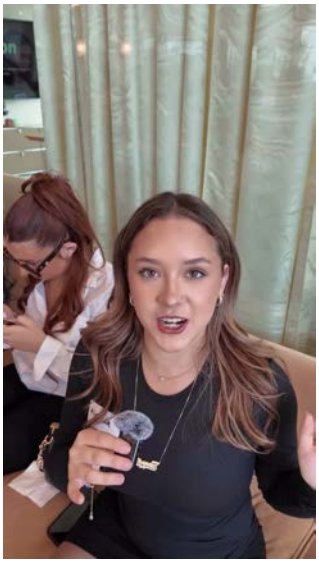
The event was held at amika headquarters in Brooklyn.

# About the Green Beauty Community

The Green Beauty Community is an industry nonprofit that connects the professional beauty ecosystem through sustainability education, collaboration and practical resources. It connects future professionals, industry content creators, salon owners, stylists, educators and brand teams with the greater sustainability community.

Join the Green Beauty Community: Sign up for community updates.

# Event Voices



Source: @sustainbeautyco

> “I think it's really important as a stylist to be aware of your products, be aware of how what we do also affects people on such a bigger level.”
>
> — Future professional | 00:26–00:45 | Watch source

> Just from an education standpoint, the sustainability was just woven in from the very beginning.”
>
> — Event discussion excerpt | 00:00–00:08 | Watch source

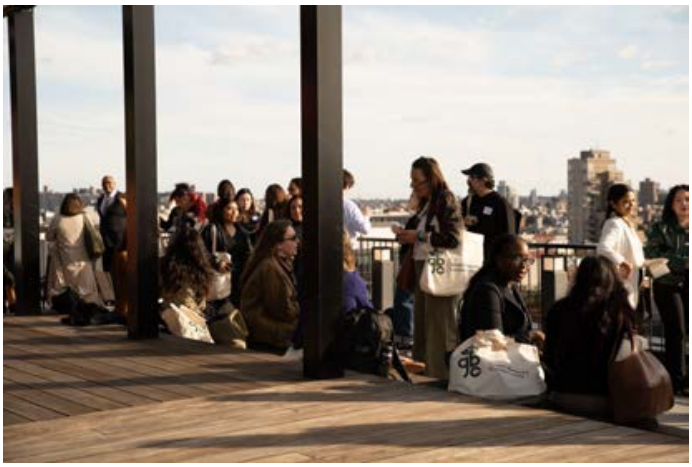
# About the Event

- **Introduction – Sustainability and the professional beauty industry**
- **Education and live breakout room sessions**
- **Clean Lines, Clear Growth** (John Paul Mitchell Systems)
- **Conscious Color: The Creativity and Impact of Color Purity** (Innersense Organic Beauty)
- **Waste, Circularity and Sustainable Salon Solutions** (amika, Green Circle Salons and Sustain Beauty Co.)
- **Sustainability panel** – Moderated by Daniel Johnson (Green Beauty Community)
  - Ame Igharo (Ulta Beauty)
  - Sean Ansett (John Paul Mitchell Systems)
  - Shane Price (Green Circle Salons)
  - Chandler Frenken (amika)
  - Jodana Geary (Innersense Organic Beauty)
- **Rooftop networking reception -** A special thank you to our host, amika.







Panel, arrival and connection, and rooftop networking. Photography: Tamara Catania

# Clean Lines, Clear Growth

Colin Caruso and DJ Muldoon | John Paul Mitchell Systems

Clean Lines, Clear Growth connected technical cutting with efficiency, waste reduction and salon practice. The program placed sustainability within the work of delivering a beauty service, giving participants a familiar setting for considering product use, preparation and repeatable techniques.

John Paul Mitchell Systems materials in the event space paired Clean Lines, Clear Growth with Regenerative Roots. The session's practical relevance was the connection between craft and everyday choices: Salon teams can examine the materials used around a service and incorporate sustainability into the way they prepare and work.









John Paul Mitchell Systems presentation and displays. Photography: Tamara Catania

# Conscious Color: The Creativity and Impact of Color Purity

Breanna Bell | Innersense Organic Beauty

Conscious Color considered formulation, color purity and their connection to lower-impact choices. The program linked creativity with questions about ingredients, packaging and the products and materials used during a color service.

For professional beauty, product choice is one way to put sustainability into practice. Teams can consider how a formulation is designed to do its job, what supporting information is available and how packaging is handled after use. Conversations beside the Innersense display carried these subjects beyond the scheduled session.






Innersense Organic Beauty session and conversation. Photography: Tamara Catania

# Waste, Circularity and Sustainable Salon Solutions

amika, Green Circle Salons and Sustain Beauty Co.

This program theme connected salon waste and recycling with resource use, water-saving technology and alternatives to disposable materials. Product and tool displays gave participants practical examples to examine alongside the broader conversation about sustainability claims.

For salon teams, a useful next step is to connect a sustainability choice with a clear process: which materials are collected, who handles them, and what information is available to explain the practice to colleagues and clients. The claims study also showed interest in specifics about quantities, materials and independent checking.








Audience discussion, tools and salon sustainability resources. Photography: Tamara Catania

# From Claims to Action

The panel explored a recurring challenge for the professional beauty sector: how to make sustainability credible, understandable and practical for brands, salons, stylists and consumers.

Key themes included consumer priorities, transparency, collaboration, packaging and regulation, practical action and the connection between sustainability and the salon workplace.

The group emphasized the need to start, learn and improve–rather than wait for a perfect solution.

The need for collaboration was highlighted: Sustainability is an area where organizations can work together on shared problems, even when they compete elsewhere.



Panel and event discussion. Photography: Tamara Catania

# What Feedback Suggests

Feedback from an on-site survey added insight to the event, highlighting questions worth exploring and illustrating where sustainability communication may be falling short.

| Question | Findings | What this supports |
|---|---|---|
| Trust in “sustainable beauty” wording | 22% said the wording alone was insufficient; 30% trusted it; 26% distrusted it; 22% were neutral. | Mixed reactions to an unsupported phrase in this sample. |
| Seeking more information about a claim | 33% sought information from the business; 26% sought an independent source—59% combined. | An interest in checking claims. Actions were self-reported. |
| Recycling practices and salon or spa choice | 65% did not know their salon or spa’s recycling practices; 8% said those practices influenced their choice. | A possible information gap about salon recycling. |
| Hypothetical $3 green fee | 37% would ask about the program; 37% would book with the fee; 11% would compare total prices. | A discussion about explaining value and price. These are hypothetical choices. |
| Evidence for “We recycle our waste” | 35% wanted to know how much is recycled; 19% which materials are included; 23% whether results were independently checked. | Specific information respondents wanted to assess a claim. |
| Recycling a recent beauty container | 35% doubted that it would actually be recycled; 23% lacked convenient collection; 12% were unsure whether it was accepted. | Reported barriers worth exploring further. |

# Key Beauty Industry Sustainability Themes

1

## Make sustainability more specific

Move beyond broad claims. Explain what is being done, what is measured and what evidence supports it.

2

## Make action practical

Help salons, stylists and teams understand what they can realistically do within the demands of daily work.

3

## Make progress collaborative

Use the community to share learning and success stories, including experiments that did not work as planned.

4

## Connect sustainability to the workplace

Consider environmental impact alongside the health, safety and day-to-day experience of beauty professionals.

5

## Keep learning from the customer

Different audiences may value different things. Listen, test, explain and adapt.

# Why did it matter?

Event Voices – Why did it matter to bring the professional beauty community together during Climate Week?

"This is a conversation I think we all need to have, both from a science perspective, environment perspective, marketing, finance, everybody."

Video testimonial: Beauty product formulator, 00:00–00:26 (26 seconds).













The event community. Photography: Tamara Catania

View the complete curated event gallery.

**CONTINUE LEARNING**

Green Beauty Community Guidebook 2026

GBC Educational Resource Library

Green Pledge

# Some Key Attending Organizations

- amika
- Beauty in the Community
- Beauty Work Friends
- Bobit
- Citi
- Columbia University
- Davines
- Dip
- The Estée Lauder Companies
- Forested
- Green Circle Salons
- Innersense Organic Beauty
- John Paul Mitchell Systems
- L’Oréal
- Pact Collective
- Phorest
- Pivot Point
- rePurpose Global
- SalonCentric
- Salonvironment
- Sephora
- Ulta Beauty
- WE ACT for Environmental Justice
- World Wildlife Fund
- Quantis

# From Conversation to Commitment

## Support future activities, education and research through participation, sponsorship or donation.

Choose your next step. Join the Green Beauty Community. Volunteer to support our activities. Bring one sustainability conversation into your organization. Identify one practice you can improve and measure. Share a resource or lesson with the community.

GET INVOLVED ↗

SUPPORT THE WORK ↗

ACCESS RESOURCES ↗

JOIN THE NEXT EVENT ↗

# Thank You to Our Climate Week Program Sponsors

This gathering was possible because organizations across professional beauty contributed space, expertise, materials, time and financial support.

Special thanks to amika for hosting the community and providing the event space; Pivot Point for supporting the event and providing their CAP SERIES recyclable mannequins; and our program organizations: John Paul Mitchell Systems, Innersense Organic Beauty, Green Circle Salons, Pivot Point and Sustain Beauty Co. Thank you to Tamara Catania for event photography and the available video clips.

**ORGANIZED BY**

Green Beauty Community

**OFFICIAL EVENT PARTNERS**

amika: · PAUL MITCHELL · greencircle SALONS · INNERSENSE ORGANIC BEAUTY · SUSTAIN BEAUTY CO · ULTA BEAUTY · PIVOT POINT

Organizer, host, program organizations and supporters: Green Beauty Community | amika | John Paul Mitchell Systems | Green Circle Salons | Innersense Organic Beauty | Sustain Beauty Co. | Ulta Beauty | Pivot Point International

# About the Green Beauty Community and Its Supporters

Founded in 2023, the Green Beauty Community connects beauty professionals around sustainability through education, resources and community action. Its work serves future professionals, salon owners, stylists, educators, brand teams, content creators and the wider environmental community.

The Green Salon Impact Tour brings technical education and community activities into local beauty communities. The Guidebook, educational resource library and Green Pledge provide ways to participate and continue learning. A community team, board, advisory council and industry collaborators connect professional experience with educational and environmental perspectives.

Participate: join community updates | take the Green Pledge | access resources | support GBC | attend an upcoming event

Website: greenbeautycommunity.com | Contact: daniel@greenbeautycommunity.com



Green Beauty Community

Daniel Johnson, Founder and Executive Director

Meet the GBC team, board and advisory council.

# Board of Directors



**Daniel Johnson**

The Salon Chair Guys



**Hannah Craik**

Salonvironment



**Greg Starkman**

Innersense Organic Beauty



**Dan MacDonald**

Green Circle Salons



**Robert Passage**

Pivot Point International



**Phil Horvath**

Beauty Changes Lives

Board portraits and affiliations: Green Beauty Community leadership

## Special recognition for our founding donors

With special thanks to our founding donors, Innersense Organic Beauty and Pivot Point International, for their support of the Green Beauty Community.

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Founding donors: Innersense Organic Beauty | Pivot Point International