



Sustainability in Professional Beauty

Base Year: 2021

**Published:
February 2022**

1st edition

Regional Coverage: • United States

The beauty industry continues to grapple with sustainable approaches that do not compromise product quality, desired results, or the safety of stylists, technicians, and aestheticians. This study will review the best practices and initiatives relating to sustainability conducted by participants in the professional beauty market, spanning the hair care, nail care, and skin care sectors.

SCOPE

- › Disposal and waste reduction
- › Energy use
- › Ingredients and sourcing
- › Packaging
- › Water conservation
- › Efforts by
 - › Product marketers
 - › Salons and spas
- › Consumer attitudes and perceptions
- › Spanning the professional sector of the hair, nail, and skin care market

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Introduction

Executive Summary

An overview of the report findings and implications for industry participants

Common Practices

For each of the sustainability pillars listed in Figure 1, the following information will be covered:

- Definition
- Types of practices
- Certifications and programs (where applicable)
- Notable examples and practices by:
 - Product marketers
 - Hair care brands
 - Nail care brands
 - Skin care brands
 - Salons and spas
- Consumer importance and perception

Case Studies

The sustainability practices of 10 companies/brands listed in Table 1 will be examined.

FIGURE 1. SUSTAINABILITY PILLARS PROFILED

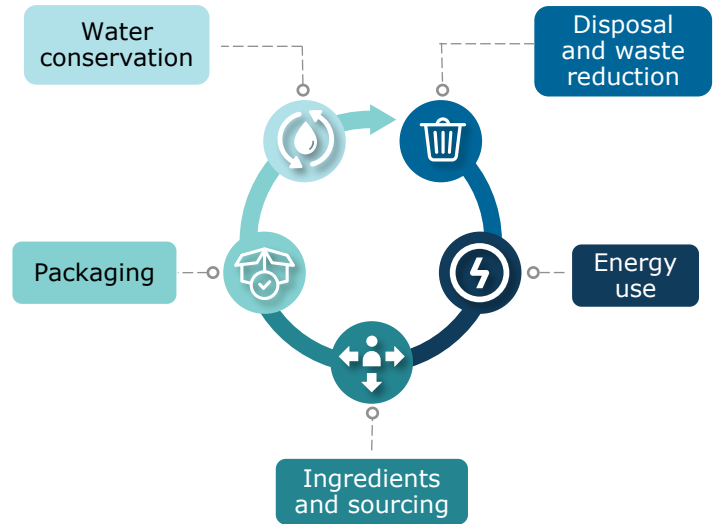


TABLE 1. PROFILED COMPANIES/BRANDS

Amika	Moroccanoil
Aveda	Paul Mitchell
Babor	Prose Nails
Davines	SPARITUAL
ISDIN	Tenoverten
Kevin.Murphy	



REPORT BENEFITS

This report serves as an excellent resource for participants of the professional beauty market to understand dynamics and best practices when it comes to sustainability of products and salons and spas.

Discover best practices from a broad spectrum of industry participants

Deep dive into key sustainability areas of waste reduction, energy use, water conservation, packaging, and ingredients

Understand consumer attitudes and perceptions around sustainability in professional beauty

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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