# Hello Seauly Sustantie Samuel

WITH JAMES ALBA OF THE B. HIVE, SALON

#### About Us

#### A PSYCHIC, A BEE STING AND A DREAM

After spending more than 15 years in the beauty industry and having 3 children my wife had an idea to start a salon that focused on the health and wellness of both clients and staff. I wasn't completley sold on the idea since we would be a totally different model than traditional salons – then came the psychic and the bee....





# Whats in a Mame?

#### WHY THE B HIVE?

Our name was meant to pay homage to the retro "Beehive" hair style and craft hairdressing, as well as honoring the importance of the bee to the planet and how a hive all works together for the greater good. It turned into much more!

# the hair-story OF THE B HIVE SALON

We have been fortunate to generate a lot of "Buzz" over the the last 10 years!

2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
American Salon Magazine Feature	Modern Salon Video Feature Salon	Global Premier Eco Salon Winner London	Outdoor Earth Day Fair and Market	Named a Salon Today Top 200 Salon	5th Year being named "Best Salon" in Bergen	1st NJ Charter Salon "Monday's at Racine"	State of NJ Innovation in Sustainability Award	Beauty Business Reset and NJSSA	Certified Visionary by Univeristy of Parma	North American Ambassador to Rodale



### The Beauty Industry CREATES 877 POUNDS OF WASTE EVERY SINGLE MINUTE

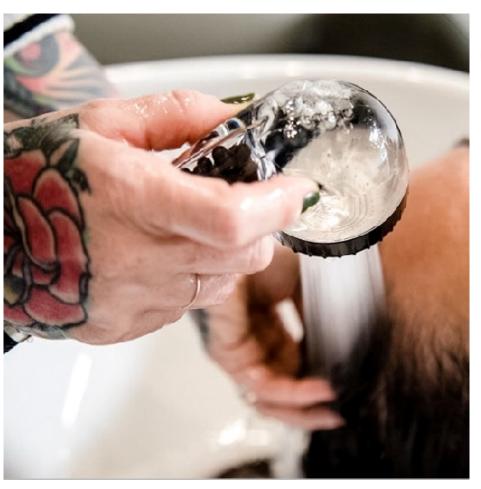
## LET'S TALKTON

150 GALLONS OF WATER EVERY DAY PER SALON

110,000 LBS OF METAL EVERY DAY BY INDUSTRY

270 LBS OF CARBON EMISSIONS EVERYDAY PER SALON

15 MILLION LBS OF COLOR WASTE YEARLY BY INDUSTRY



## Water Usage

- \* Each salon basin uses 150 gallons of water per day on average. The salons in the United States use enough water rinsing clients to fill 170 Olympic-sized swimming pools every day.
- \* It takes a full 6 minutes under average water pressure to rinse out hair color at a rate of 2.5 gallons per minute. That means almost 16 gallons per client to completley rinse out their hair color.



## GO2 Emissions

- \* All of the biggest creators of carbon emissions in the salon space are unavoidable for operating. Lighting is used every open hour and hair tools are used on 95% of all clients.
- Hot water is the 2nd largest consumer of energy in salon, only after HVAC. It is also one of the hardest things to heat, taking 10x to go up just one degree over standard copper in homes.



### Foil and Tubes

- For every 100 heads foiled, 13 hours are spent preparing them. On average stylists waste 1" of foil per half head. That means a normal salon is wasting miles of aluminum each year.
- In the process of highlighting 196 million tons of foil is used across the globe, but salons recycle under 5% of the used foils. Imag9ne the impact considering it takes 500 years to degrade.



#### Golor Waste

- Hair color is one of the most expensive suppiles to a salon, and also the culprit of excessive waste not just environmentally but to the tune of millions of dollars per year.
- The average stylist wastes 170 bowls of color every year. Salons overall waste 328,767 tubes of color each year. If salons stopped the waste today, profit would increase by over 17K yearly.













Corporation



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**ECOHEADS** 













#### VVE STAND Leavy for regeneration action The generation action and product, it is part of our commitment to the course of the cou

and agriculture. And this starts with the soil that hold us up day after day. The activist ingredient inside is cultivated through regenerative organic agriculture notoccopies and sequester more carbon in the soil, helping to improve our climate. Nature has a real way of nurturing itself, but only with our help.

With regenerative organic Barbera grape pomace care from Mr. Cunial's vincyard, Traversetolo, Parma, Ital Californe in collaboration with Davines Rodale Institute Fanonean Regenerative Organic Center.

avines

Certified











# BUILD YOUR Sustainability PLAN SO HOW DO I GET STARTED?



DECIDE WHAT IS IMPORTANT TO YOU



FIND PARTNERS TO HELP YOU GROW



TALK ABOUT SUSTAINABILITY AND YOUR ECO CHANGES Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world.

Archbishop Desmond Tutu



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**OBHIVEORGANIC**