



Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

NVS Merle Norman Salon & Spa



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(410) 803-0005
www.nvssalon.com
Hair Salon, Spa, & Cosmetics
Member since March 2013

Management and Leadership



Environmental Policy Statement

NVS Merle Norman is an Aveda Concept Salon. We follow the Aveda Mission which is:

Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.



Environmentally Preferable Purchasing

NVS Merle Norman exclusively uses Aveda products which contain ingredients from renewable plant based origins. Aveda's guiding principles for their products are to:

- *consider the lifecycle analysis of packaging options*
- *reduce the size, weight and production processes of packaging wherever possible*
- *offer packaging that can be recycled whenever possible*
- *use the most environmentally sound materials and as much post-consumer recycled (PCR) content as commercially possible*
- *use renewable energy to manufacture and fill their packaging*
- *challenge their packaging partners to meet the same standards*

http://www.aveda.com/discover/index.tpl#section=acting_responsibly

Aveda is the first beauty company that manufactures using 100% certified wind power. Their wind energy purchases offset 100% of the energy used by their primary manufacturing facility in Minnesota, their company headquarters and the Aveda Institute Minneapolis. They purchase wind energy credits through Native Energy to offset the energy used in their company-operated Experience Centers and Aveda-owned salons and institutes in New York City. By electing to purchase an alternative energy option, like Windsource®, available through their local electric utility Xcel Energy, they support the development of wind power equal to their energy use. This helps impact their carbon footprint because wind energy is produced without air emissions like carbon dioxide and sulfur dioxide, uses no water, and doesn't need water treatment during production.

We are also proud that they are the first beauty company with 100% post consumer recycled PET for skin care and hair styling product packaging. With every package they develop, they are mindful of our environmental footprint and work to minimize their packaging and maximize their use of recyclable and post-consumer recycled materials.

Environmental Restoration or Community Environmental Projects

NVS participates every year in the Aveda “Clean Water initiatives.” We celebrate Earth Month annually by selling Light the Way candles. 100% of our proceeds will be donated to Global Greengrants Fund (GGF).

This limited-edition soy wax candle features a new aroma featuring organic French lavender and will raise \$1.34 M (US) for clean water projects around the globe. The candle aroma is made with 100% certified organic ingredients. It showcases our commitment to organics and demonstrates our efforts to help make clean water a human right. Since 1999 they have raised over \$26 million.

http://www.aveda.com/discover/index.tmpl#section=earth_month

NVS also donates cut hair to Matter of Trust. They are a company that uses cut hair to help soak up oil spills in bays, oceans, and waterways.

<http://matteroftrust.org/>

Waste

Solid Waste Reduction and Reuse

- *We use glass mugs for coffee instead of disposable Styrofoam cups, saving \$300 annually.*
- *We use flatware instead of plastic utensils for employee breaks*
- *We use online ordering of all products to eliminate paper orders*

- *We eliminated all paper scheduling for customers and employees. Everything is done electronically through software that everyone can see from their personal devices.*
- *All paper is printed double-sided*
- *Service receipts are only printed upon request or emailed to salon guests*
- *When towels become too shabby for guest use we repurpose them as cleaning towels. We try to always clean with microfiber towels and not disposal towels.*
- *All internal communication is through digital media.*

Recycling

We recycle all boxes, jugs, papers, containers and ink cartridges. After doubling the amount of recyclable bins throughout the salon, we are averaging 3 50-gallon recycling bins full per week. That's 7,800 gallons of recycled material per year.

We also recycled 2,447 pounds of metals from old building material during the new construction of our salon.

Hazardous Waste/Toxic Use Reduction

We reclaimed an abandoned oil storage tank on our property.

Energy

Energy Efficiency

- *Installed 3 high efficiency HVAC systems with individual zones and programmable thermostats. Each system having its own zones cuts down energy consumption heating/cooling only in needed areas.*
- *Installed Ultra High Efficiency water heater which heats water as it is used rather than maintaining hot water in a storage tank.*
- *Replaced all light fixtures with LED fixtures. This saved 88% wattage reduction in lighting.*
- *Installed motion sensors on interior lighting in hallways, restrooms, and employee use areas.*
- *Replaced and upgraded all attic insulation. Upgraded all interior wall insulation.*
- *Replaced all windows with Energy Star windows eliminating all drafts and cracks.*

Transportation

Efficient Business Travel

We attend Skype classes and online education classes to help eliminate car and plane travel.

Water

Water Conservation

- *Installed low flow toilet and faucet fixtures as part of our new construction.*
- *We have a high-efficiency washing machine with a load-sensing feature to minimize water use. At 5 loads per day, we are saving 60 gallons per day or more than 20,000 gallons per year!*

Other

- In addition to the features described above, our parking lot expansion used recycled asphalt and our new flooring was constructed with recycled materials.*

Profile Updated April 2017



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at www.green.maryland.gov/registry

