



**BEAUTIFUL PLANET,
BEAUTIFUL YOU:**
SIX SIMPLE WAYS TO GO ECO

HELLO BEAUTIFUL!

At Mimosa, we believe in beauty. And while that often plays out as us having the best treatments around, our work doesn't stop at the salon door. You see, when we say we believe in beauty, we mean all kinds of beauty. Your beauty, inside and out. Beautiful architecture and design. And of course, the beauty of the planet we all share.

Of course, it's easy to say that... but we're really putting our money where our mouth is with Mimosa Beauty's Eco-Innovation Initiative - a programme that's transformed Mimosa into the UK's only 100% eco-friendly salon.

I see myself as having two main missions in life: letting every single person know just how beautiful they are, and doing everything I can to preserve the beauty of the planet around us. And I'd love for you to join me! That's why I've created these six very simple suggestions for taking care of the planet while also taking care of yourself.

Because ultimately, beautiful, it's really down to us. From self-care to sustainability, we have the power to make a huge difference in our lives, and in the lives of every single person on the planet as we protect the ecosystems that let us live. Let's get started!



Remember:

Make sure you buy a water bottle that is BPA-free so you don't have to worry about chemicals leaching into your water.

NO.1

GET A REUSABLE WATER BOTTLE

IT SOUNDS SO SIMPLE, BUT THIS IS ONE OF THE BEST THINGS YOU CAN DO FOR THE PLANET AND FOR YOURSELF.

Right now, over a million plastic bottles are bought around the world every minute, and the number keeps going up. And while many water bottles are recyclable, fewer than half of the water bottles bought are recycled, and even considering that, we're still using them at a much faster rate than we can recycle them.

But hydrating is important - in fact, I'd say it's the absolute most underrated thing you can do for your skin. Drinking lots of water gives your skin that plump, supple look by ensuring that your cells have enough water to go around. (If you start to get dehydrated, your body pulls water from your skin cells to give to your blood so it stays liquid enough.) Plus, drinking water helps keep your lymphatic system moving, which means that your body can process all those nasty things that can make your skin look dull or prematurely old.

So the solution: **get a reusable water bottle, and use it!**

NO.2
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TAKE YOUR
BEAUTY LIBRARY
ONLINE



LOVE GETTING YOUR BEAUTY AND FASHION TIPS FROM MAGAZINES? ME TOO.

But I also know that the process for printing magazines isn't great for the environment, not to mention all the energy it takes to recycle them, and the landfill space most of them take up.

If you're starting to clutch your glossies, don't worry - you can still get your go-to sources for beauty tips, just do it digitally. Try subscribing to the online version of any magazines you normally get in the post or buy off newstands.

Or take a note from us and focus a bit more on books instead. **We've switched out all of our magazines in the waiting area for my personal library**, so there's no waste of monthly magazines, just beautiful hardcover books to nourish you and give you a little beauty top up, inside and out.





NO.3

SWITCH IT UP OR SWITCH IT OFF

**WE'VE SWITCHED OUT EVERY SINGLE LIGHTBULB
IN THE SALON TO BE LED.**

It's much more energy-efficient, and since LED bulbs are made without toxic materials, they're much easier to recycle than old incandescent bulbs. So consider making the switch over to energy-efficient lighting if you haven't already, and set yourself a challenge to see just how often you can go with natural light instead.

It can be a bit of a challenge in the darker months, but you might be surprised to find how often you just switch a light on without thinking about it - and getting more in touch with the natural rhythm of the sun can really help improve the quality of your sleep, which is a crucial part of self care and plays a big role in keeping your skin looking good too!

NO.4

BUY LOCAL

THERE ARE A LOT OF GOOD REASONS TO FAVOUR LOCAL PRODUCTS, BUT THE TRANSPORT MILES ARE A REALLY BIG ONE.



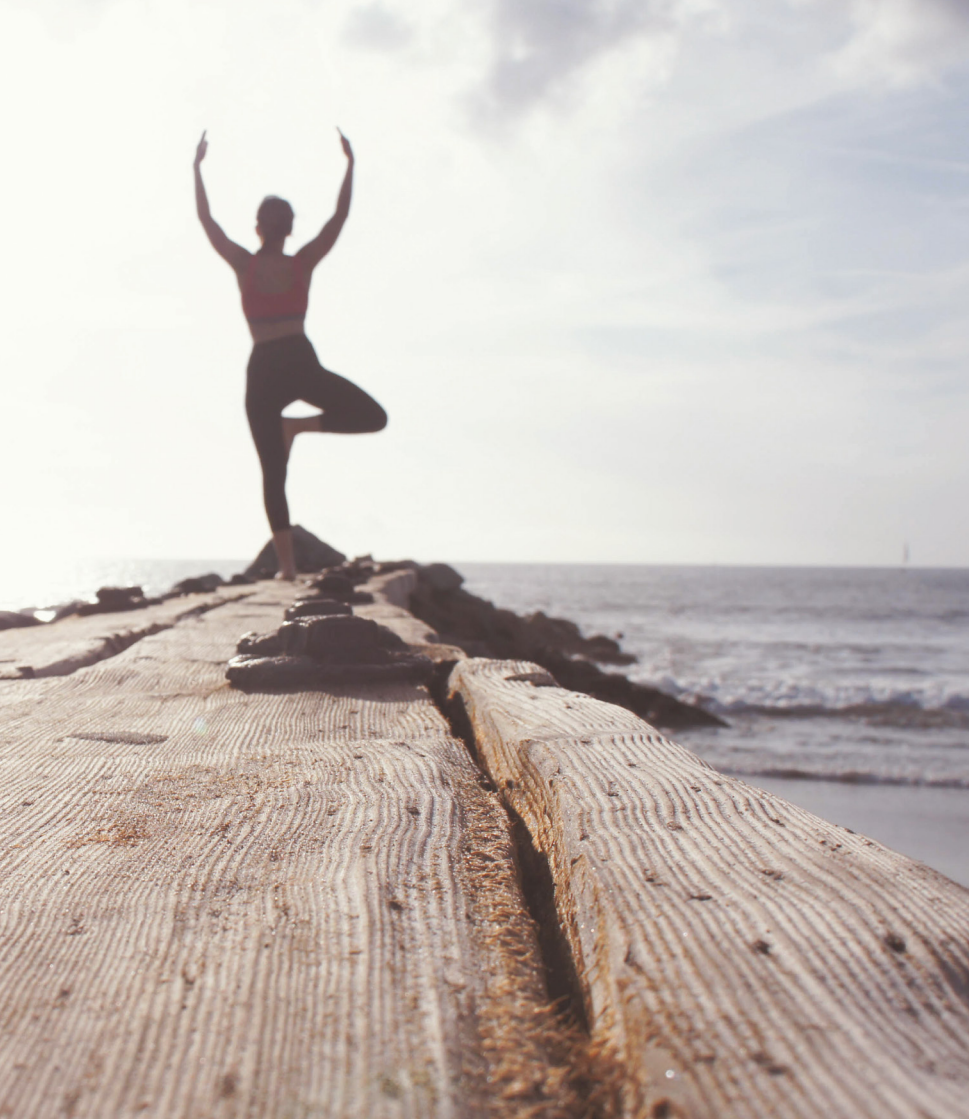
We recommend:

Lola's Apothecary

A Breath of Clarity Uplifting
Body and Massage Oil.

The further away something comes from, the more fuel it takes to get to you, and the more emissions are released by the transport. That's why we buy British at the salon, and as much as we can in our daily lives too - beauty products included.

Luckily we've got loads of excellent local choices for skincare here in the UK. **We especially love Lola's Apothecary essential oils.** They're made in Devon and they're totally free of synthetic ingredients that are bad for your skin and bad for our water supply when they get washed down the drain.



NO.5

GET OUTSIDE

I TRULY BELIEVE THAT A BIG PART OF TAKING CARE OF THE ENVIRONMENT IS IMMERSING YOURSELF IN IT.

It connects you to nature in a way that just doesn't happen if you're stuck inside all the time - it's a bit like the difference between talking to a friend on the phone and seeing them in person.

So find your happy place outside (for me it's the ocean!) and spend as much time as you can there, enjoying all the beauty and soaking in the feeling of being a part of something bigger than yourself.

And know that while you're doing that, you're also getting some great self-care in. Spending time outside lowers your stress levels, slows your heart rate, and improves your circulation, all of which is great for your skin and body. Just make sure you're wearing your sunscreen!

NO.6

RECYCLE RESPONSIBLY

DID YOU KNOW THAT A LOT OF THINGS PUT INTO
RECYCLING BINS NEVER ACTUALLY GET RECYCLED?

Whether because they're put in the wrong bin, not cleaned properly, or because the recycling plant is simply over capacity, a lot of recyclable rubbish ends up in landfills instead. There, it gradually breaks down and can leach into groundwater or release toxins into the air, polluting the area around it for miles. So make sure you check your council's regulations on recycling, as rules vary from council to council, and get creative with your recycling - you may be surprised by just how much you can actually save from the bin!

We're doing our part by using a landfill-free recycling company - and we're giving you a little beauty help too.

**BRING IN YOUR OLD PRODUCT CONTAINERS SO WE CAN RECYCLE THEM AND
GET 5% OFF YOUR NEXT IN-SALON PRODUCT PURCHASE!**

It's a great way to know that your containers are getting taken care of properly while also getting all your favourites for a steal.



TAKE CARE OF YOURSELF WHILE TAKING CARE OF THE PLANET

I really can't tell you how important it is that you're joining me in Mimosa's Eco-Innovation Initiative. This is at the heart of absolutely everything we do, so thank you, thank you, thank you for joining in! Because the truth is, you really do make an impact when you choose eco-friendly living and sustainable self-care. One of my very favourite quotes really sums it up:

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

MARGARET MEAD

Thank you for joining me as we come together to make a difference and care for and preserve the beauty that surrounds us.

And don't forget, we're here for you whether you simply want to learn more about our Eco-Innovation Initiative or you need a little caring and preservation yourself! Our salon is eco-friendly right down to the paint on the walls, so you can rest easy knowing that your self-care isn't coming at the expense of the environment.

[Click here to see our lovely menu of treatments.](#)

We can't wait to take care of you!



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“**NOURISH
YOURSELF.**
NURTURE THE
PLANET.”
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