

Replenish

everescents[®]
organic hair care



The EverEscent Refill Service – Handbook

VISION & PASSION

In 2006, there was a vision to create an ethical hair care company that operated with great concern for the environment and all those that inhabit it.
The vision became reality...

EverEscent's Organic Hair Care Borne By Nature

EverEscent's is an Australian family business much loved for the open and honest approach to manufacturing a range of products that are beautiful, sustainable and effective. The passionate group driving the initiatives at EverEscent's have been encouraging creative thinking in regard to waste reduction for more than a decade and it is now more important than ever.

Since 2006, EverEscent's has encouraged the re-filling of hair care bottles in an effort to throw light on the issue of unnecessary plastic waste ending up in landfill. We can all make a difference and plastic does not need to be "single-use", there are real alternatives.

This handbook is designed to enable salons to easily cater for the rapidly growing client demand for eco-friendly options.

As an EverEscent's stockist you can already offer the refill service from your basin stock, however this handbook may inspire you to make it more than just a service and create a new and exciting feature to your salon.

It's easy... join the movement!

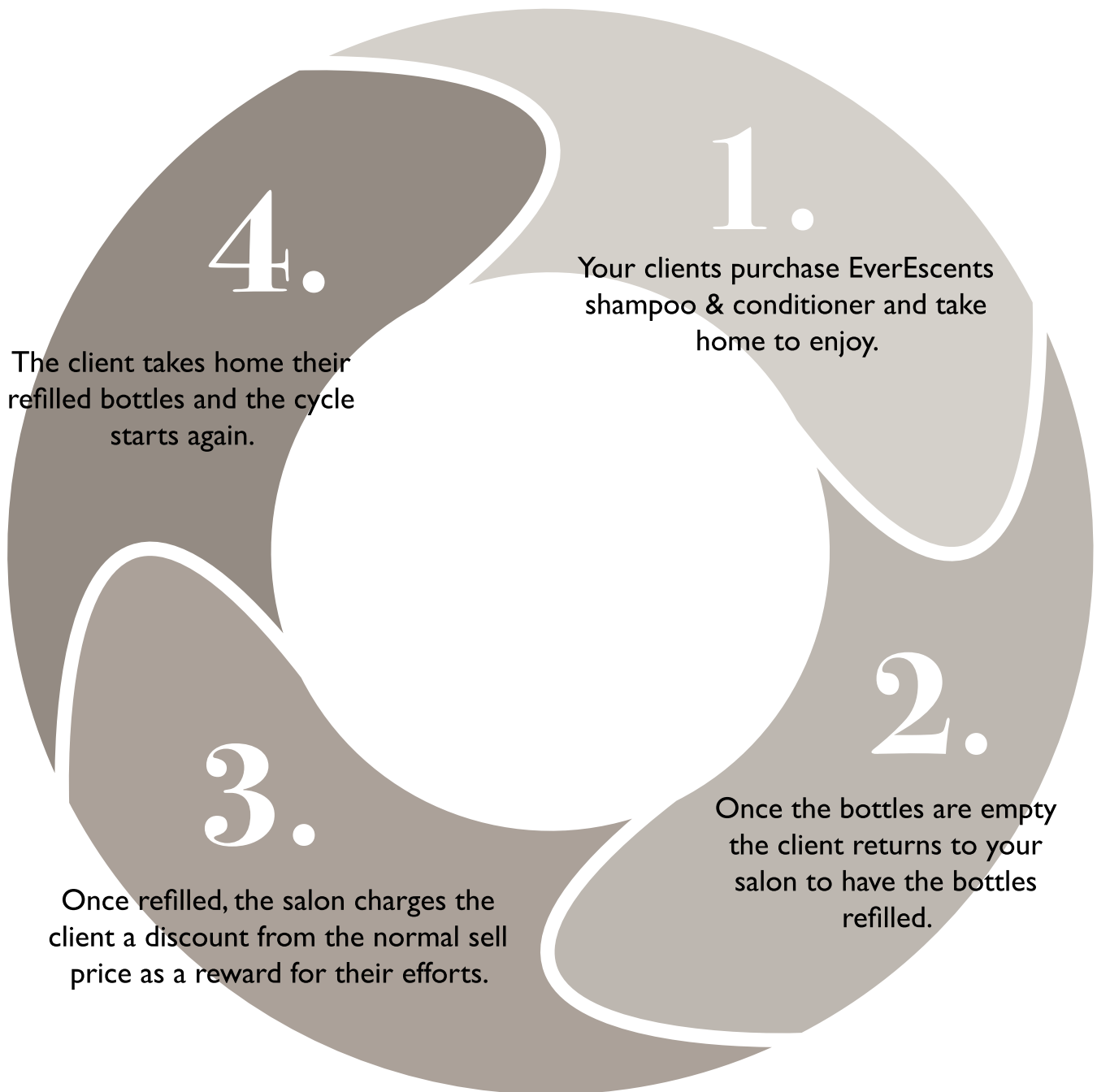
A client in Sydney proudly showing her bottles of EverEscent's she has been re-filling for 10 years.
Organic Hair Co, Terrey Hills NSW
Premium organic concept salon



THE CONCEPT

The creative team at EverEscent's Organic Hair Care have put together this updated handbook for our **Replenish Refill System** with all the tips and tricks you need to easily convert your salon into an eco-friendly and waste-free zone.

Here's how it works



The EverEscent's bottles are robust and will withstand many cycles of the Refill process.

THE REPLENISH REFILL SYSTEM IN YOUR SALON



Step 1.

Create your “Replenish Refill Station”

The visual displays and décor of your salon are a stimulation of the senses for your client and first impressions count (just like a great cut & colour!). To gain maximum visual impact when your client walks through the door, your Replenish Refill Station should be eye-catching and interesting. Try to entice your client to come over and explore your new service.

Your Replenish Refill Station would ideally be positioned in a space that is easily accessible and has plenty of room for your client to feel comfortable while browsing.

In the spirit of reducing waste, why not find an old recycled table or bookshelf from a local market or garage sale to use as your display.

Tip: Be sure that your Refill Station is strong and sturdy to hold your refill bottles.

Home-based or short on space?

As an official EverEscents Stockist you would already be using our products at your back bar basin area. If you love the Replenish Refill concept but you are short on time, space or cash flow, your back bar is the first place you can start.

Simply keep all your best selling retail products stocked up in the 1 litre professional size. As client demand grows you can add more varieties to the back bar and hey presto your Replenish Refill Station is complete!

A back bar basin area easily converted to a Replenish Refill Station. This attractive shelf unit was up-cycled from an old pallet from the Ethical Brand Co headquarters, QLD.

Make a difference - Go waste free!

Now that you have set up your very own Replenish Refill Station your salon is well on the way to becoming a waste free zone. To learn more about how your salon can eliminate 100% of your waste why not have a chat with our friends at Waste Free Systems.

www.wastefreesystems.com.au

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Step 2. Educate your team and your clients

Make sure your new Replenish Refill Station is well signed and easy to see. Your clients need to know what that shelf is for and be able to understand the concept quickly and easily.

A large sign above the shelf and some smaller signs on the shelf will help the client understand before you even have the chance to explain (remember; information is key).



Tip: make your signs out of recycled or eco-friendly materials or choose from one of our options available to save time.

This Replenish Refill concept is solely designed to reduce waste and lessen our impact on the environment, whilst also offering the client an interactive and clever way to save some money on the purchase price. As a bonus, the salon owner also reaps the rewards of increased profits and contributes to the reduction in waste.

Client Benefits

- Discount on purchase price (we recommend 10 – 20% discount)
- Positive action towards a reduction in household waste
- Fun experience to refill and reuse their own bottles
- Opportunity to try a different variety each time

Salon Benefits

- Reduce costs and increase profit margins (up to 32% more profit)
- Exciting new activity that most salons don't offer
- Increase client return rates
- Positive action towards a reduction in salon waste
- Attract new clients & create a buzz in your community

Environmental Benefits

- Reduction in landfill
- Reduction of manufacturing impacts
- Less heavy delivery trucks on the road
- Reduced carbon emissions
- Improvement of general environment we live in

Step 3. Keep your refill station well stocked



The secret to the success of your Refill Station is to have it well stocked at all times to ensure that no clients come for a refill to find your refill station is empty.

Use a recycled or upcycled table or shelf unit to add special interest to your Replenish Refill Station
Pure Hair Toowoomba, QLD
Premium organic concept salon

Make your Refill Station easy to use

To ensure that the Refill Station runs smoothly and your clients can easily use the service, make sure you have ample space for bottles to be refilled. Keep the space clear of clutter!

Keep the refill area clean and clear

Pure Hair Toowoomba, QLD
Premium organic concept salon



Get social!

Be sure to post about your Replenish Refill Station on your social media platforms and on your website to promote your service to clients and their friends. Why not encourage your clients to snap a selfie and post it to their own social media too...most of all have fun whilst making a real difference.



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RECOMMENDED REFILL PRICING

It's up to the salon owner to decide the discount given to a client when refilling their bottles. The salon owner may choose to use a \$ or % discount depending what suits the salon best and is easiest to calculate.

(Please note that our 1 Litre bottles can also be refilled).

FUN FACTS ABOUT OUR BOTTLES

Did you know that we custom designed our bottles to be easily refilled?

The large open neck along with the durable air-tight cap makes refilling a breeze.

Do you know why our bottles are black in colour?

This is to allow us to use all colours of recycled plastic in our manufacturing process. It also keeps the light out and protects the precious ingredients inside.

Did you know that our bottles are BPA free?

That's right, our HDPE bottles are safe to use over and over again.

Did you know that our bottles are made from 70% recycled plastics right here in Queensland Australia?

That's correct, we use recycled plastic from Australia not from China.

Did you know that our bottles can be rinsed and washed clean with hot water without risk to you or your family?

Absolutely! Our bottles can withstand high water temperatures and our bottles can be refilled many times over and over again...it's up to you to keep refilling and reusing to your satisfaction.

Did you know that our bottles are 100% recyclable?

Our HDPE is infinitely recyclable and can be returned to the manufacturing cycle and made into new HDPE bottles.



Our bottles are not “single-use plastic bottles”. Please do not dispose of our bottles after use, please refill, repurpose or recycle. Your conscious decision will make all the difference to help reduce waste.



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