

Hair Coloring Products

Sustainability Insights



Product Description

Hair Coloring Products include products applied to the hair to permanently or temporarily change or enhance its color.

Product types include permanent hair dye, demi-permanent hair dye, semi-permanent hair dye, gels, sprays, foam-based formulations, ammonia-based formulations, peroxide based formulations, alkaline-agent based formulations, lighteners, bleaches, and henna.

Mission

The mission of The Sustainability Consortium (TSC) is to improve the sustainability of products when they are made, purchased, and used, with a focus on manufacturers and the retail buyers who decide what products to carry in stores. The information in this document is drawn from our detailed research on known and potential social and environmental impacts across product life cycles. TSC acknowledges that other issues exist, but we have included here those that are most relevant to the decision making of retail buying teams and manufacturers. The topics are listed alphabetically for ease of reading; the order does not represent prioritization or other criteria.

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Animals

Animal Welfare

Depending on local, legal, and regulatory requirements, animal testing may be required to substantiate the safety of ingredients and final formulations of personal care products. Manufacturers should continue to support the development and validation of alternative testing methods, to prevent unnecessary animal testing of personal care products.



Consumers

Consumer Health and Safety

Manufacturers should formulate products to contain ingredients in accordance with applicable safety standards and should perform any necessary assessments on ingredients and formulations. Manufacturers should list ingredients in accordance with regulatory requirements and communicate proper usage and disposal instructions to consumers in a clear and accessible fashion.



Use of Resources

Climate and Energy

Ingredient production consumes significant amounts of electricity and energy, leading to greenhouse gas emissions. Manufacturers should procure from suppliers that help abate these impacts by measuring, tracking, and reporting energy use and greenhouse gas emissions, with a focus on reduction. They should also perform preventative maintenance on equipment, replace inefficient equipment, and encourage efficient energy behaviors throughout their operations.

Disposal and End-of-Life

Hair coloring products should be formulated with end-use in mind, because these products go down the drain and pass through wastewater treatment plants where biodegradation occurs. Manufacturers should obtain full chemical disclosure of raw materials from suppliers, perform assessments of ingredients, and replace non-biodegradable chemicals or biodegradable chemicals that break down into unacceptable compounds with better alternatives.

Packaging

Packaging design should be optimized to ensure that packaging performs its essential functions of containment and protection while minimizing use of materials and energy resources and related environmental impacts across the life cycle of the packaged product. Under-packaging and over-packaging can both lead to increased impacts. These impacts may be mitigated through more energy-efficient manufacturing, the selection of recyclable and sustainably managed renewable materials, and the encouragement of consumer recycling.

Water

Ingredient manufacturing for hair coloring products can use a significant amount of water, which can contribute to freshwater depletion and may be problematic in water-stressed regions. Manufacturers should procure ingredients from suppliers who measure water use, and perform water use assessments throughout their supply chains, in order to map water risk in different geographical regions and mitigate impacts associated with freshwater depletion. Manufacturers should assure that water pollution is avoided throughout their supply chains, including where local government monitoring is lax.



Workers and Communities

Workers

Workers may be exposed to chemicals or other industrial hazards during production. To help ensure worker health and safety, manufacturers should procure ingredients from suppliers that transparently address worker health and safety and perform audits when needed.