

Green Cross International partnership with Pureology

Pureology Serious Colour Care, a leading professional hair care brand of L'Oréal USA, has formed a global partnership with Green Cross International in a pioneering venture to help encourage salon professionals to partake in sustainable practices and support GCI projects. Pureology products are formulated with 100% vegan formulas and packaging comprised of up to 25% post-consumer recycled plastics.

A two-tier membership initiative allows any person and salon that applies eco-friendly practices to become a Pure Green Individual Member or Pure Green Eco-Conscious Salon Member. Membership costs for individuals and salons are 50€ and 100€ respectively. For 2010 all the proceeds from membership will be used to support Green Cross water projects.

Currently the countries involved in this partnership are France, Italy, Spain, Switzerland, Netherlands, Denmark, Sweden, Brazil, USA, Canada, Australia, United Kingdom, Portugal, Belgium, Greece, Finland, Norway, New Zealand and South Africa.

Pure Green members pledge to adhere to a number of water saving actions to reduce their water consumption. GCI has provided input to the content of specially designed training modules for the Pureology salons that will give the salon staff guidance for reducing the water consumption both in the salon and at home.

A key GCI project that Pureology is committed to supporting is the Smart Water for Green Schools project. More information is available on our website.

As the partnership is focusing on water, fundraising initiatives will highlight World Water Day, March 22nd, for which GCI and Pureology are promoting the idea of celebrating world water day everyday.

To become a Pure Green member please visit www.gci.ch/pureology