



**Subject:** Beauty Therapy  
**Topic – LO1 A –** the environmental influences on hair and beauty businesses

**Long term** is over a period of time ie: years  
**Short term** is usually an instant process

- Key Vocabulary**
- Sustainability
  - Ecological
  - Social
  - Renewable
  - Environmental

Ecology means the study of living organisms and the surrounding environment (this includes humans)

Long term effect	Short term effect
Deforestation	Drought
Global Warming	Flooding
Urbanisation	Blizzards
	Pollution

## Renewable energy

### EXAM QUESTION

Identify 2 ways in which a hair and beauty salon can reduce their carbon footprint?

Upcycle



Disposable

Eco-friendly

Recycle



Interrelated Industry	How does this link to the hair and beauty industry?
<p><b>Health clubs and leisure centers</b></p>	<p>Health clubs and leisure centers provide employment opportunity for hair and beauty workers, usually in the form of a health spa. In many of the bigger health clubs a salon or spa will be incorporated as part of the business. Clients will go there for the day to enjoy all of the facility's including the gym, swimming pool, hair salon, beauty salon and or spa . You may have heard of a 'Spa Day' this is something often offered by health clubs. Bannantynes is a local example of this.</p>
<p><b>Hotels and cruise ships</b></p>	<p>Hotel and cruise ships link to the hair and beauty industry in a similar way to the above however hotels and cruise ships have the added benefit of being able to stay overnight. Many hotels and most big cruise ships will carry hair and beauty salons for guests to use whilst enjoying their stay. A local example of this would be Dunston Hall.</p>
<p><b>Aesthetic Nursing</b></p>	<p>Aesthetics nurses are often found in the same building as Hair and beauty. Professionals refer clients to one another which is mutually beneficial. A mutual marketing and promotional approach would be cost effective and attract more clientele.</p>
<p><b>Product manufacturing and distribution</b></p>	<p>Product manufacture is where the beauty and hair products will be made, in a factory or warehouse. This is where it all starts for our products and tools we use on the production line before they reach our hands in the salon! They are then distributed to us via shipping company's bringing the goods to us and delivered to our salon doors!</p>
<p><b>Retail sales</b></p>	<p>Certain retailers sell hair and beauty products within their stores, linking hair and beauty to retail. Local examples of this would be John Lewis, Boots or Super Drug.</p>
<p><b>Fashion</b></p>	<p>Fashion plays a big role within our ever changing hair and beauty industry. If you think back to certain times when certain looks were proven to be popular this has impacted on the treatments and looks we are demanded to create. For example the current fashion is big fluffy eye brows, therefore beauty therapists are training in brow lamination and tinting to achieve this look. You can also see that trend with hair because in the 1980s it was fashion to have permed hair, therefore the hairdressing industry was booming with perm treatments.</p>
<p><b>Theatre and media production</b></p>	<p>This one is very similar to photography, actors will require beauty therapists and hairdressers to create certain looks on them depending on what production they are starring in. The beauty and hair workers will be on set to carry out these treatments.</p>
<p><b>Education and training</b></p>	<p>This links to hair and beauty as to learn the trade skills you will be taught by hair or beauty teachers in education or via a trainer for a particular brand. The education and training sector provides employment opportunity for hair and beauty therapists.</p>