

WASTE NOT

Walter Claudio Salon & Spa takes a no-nonsense approach to waste.

Often considered the birthplace of the environmental movement, Santa Barbara, CA, was the first city to celebrate Earth Day, in 1970. It's no big surprise then that this earth-centric city is home to the salon that's leading the pack when it comes to reducing its environmental impact: Walter Claudio Salon & Spa, which has drastically cut the amount of garbage it produces. "Our goal is zero waste," says owner Walter Claudio, adding that his ratio of recycling bins to trash cans is 6-to-1. "We recycle just about everything except food."

Walter Claudio was the first salon awarded a WRAP award from California's Waste Reduction Awards Program. What's more, his innovative HeadMapping System has helped him cut down on the amount of haircolor wasted every day. He's found that being green is good for the bottom line because it saves money and attracts like-minded clients. "Waste is not good business," he says. "Unless you're in the garbage business." —C.W.

